

LIFE



U. S. NAVY

OCTOBER 28, 1940 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

AN EXHIBITION: WALKING PICTURES

"So versatile—simple—sure! . . . He gets that difficult fluid motion—that swing that makes his pieces *live*."

Betsy listens raptly as Henri, amateur art critic, talks expressively of the exhibits at the show—and watches *her* . . .

Very obviously, Betsy herself is a walking picture, a living sculpture. Her new ensemble is "becoming," to say the least. And it will always be so—for it includes a little label that marks clothes that succeed in all walks of life! You will find that label below.

It says: **FORSTMANN WOOLEN—100% virgin wool.**

It means much—more indeed than Betsy needs to know.

She does choose suits or coats or dresses with that mark, always, and not merely for beautiful texture and suave color effect.



FORSTMANN WOOLENS HOLD THAT FASHION LINE

She senses in them a special slimming fit, at rest and in action—a lithe flow of line that artists and others approve with enthusiasm. This figure flattery is not any chance result. It starts in the material—all Forstmann woolens are 100% *virgin wool*, firm and flexible and lively fabrics. They "take" the fashion lines dreamed up by the designer—make them real, living and lasting—make you a walking picture! But you have to start with *quality*. Even those materials marked "All-Wool" are not necessarily safe.

These may contain wool *shoddy* . . . lifeless, short, broken fibers that cannot possibly hold the free-flowing lines of fashion, as you live along. Ask some store buyer or your tailor or dressmaker about **FORSTMANN WOOLENS**. They will tell you that the Forstmann name is a reliable guide—to fine lines of fashion, held by 100% *virgin wool*.



The Forstmann label adds nothing to price—much to good form. . . Forstmann Woolen Company, Passaic, N. J. Sales office: 30 Rockefeller Plaza, New York City.



Only Low-Priced Car With **VACUUM-POWER SHIFT** *AT NO EXTRA COST!*



Here's where you get the Original Vacuum-Power Shift — and get it without any additional charge — 80% automatic — only 20% driver effort

You'll Say
"FIRST
because it's
FINEST!"

"The world's easiest gearshift." . . .
It's yours in Chevrolet for '41. . . . And
it's yours *without any additional charge!*

You'll be wise to insist on getting this famous Vacuum-Power Shift in your new car . . . because it makes gearshifting so much easier . . . because a hidden vacuum cylinder goes into action the minute you touch the lever and *supplies 80% of the gearshifting effort automatically* instead of making you do all the work yourself . . . and because you get it in Chevrolet for '41 at no extra cost!

Chevrolet introduced this great feature *three* model years ago. Chevrolet owners have been enjoying its advantages for three years, and telling their friends it has no equal for ease of operation. And, while basic improvements always bring imitation, this *Original Vacuum-Power Shift*, built as only Chevrolet builds it, is exclusive to Chevrolet in its field today!

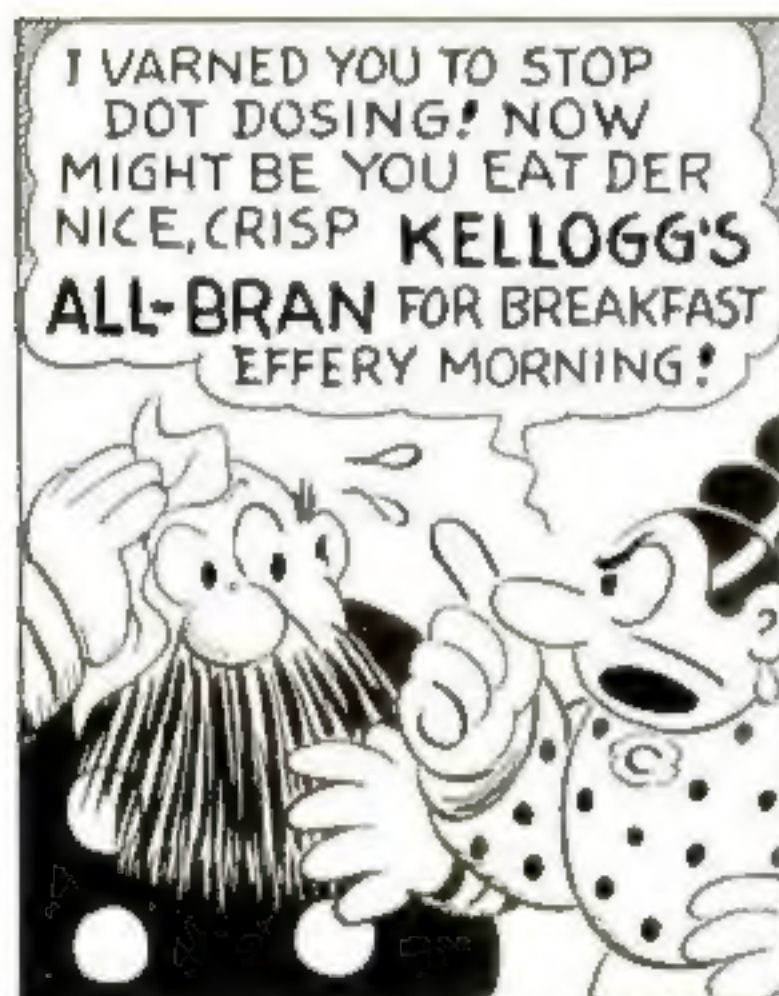
Dollar for dollar . . . feature for feature . . . you'll say, "Again Chevrolet's the leader—first because it's finest!"

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

★ 90-H.P. VALVE-IN-HEAD "VICTORY" ENGINE ★ NEW LONGER WHEELBASE ★
LONGER, LARGER, WIDER FISHER BODIES with No Draft Ventilation ★ DE LUXE KNEE-ACTION
on All Models, with Balanced Springing Front and Rear, and Improved Shockproof Steering ★ SAFE-
T-SPECIAL HYDRAULIC BRAKES ★ THRILLING NEW BIGNESS in All Major Dimensions

EYE IT . . .
TRY IT . . .
BUY IT!

Again **CHEVROLET'S the LEADER**



YES, ladies and gentlemen, it's a much better way! Instead of enduring constipation and then trying to cure it with "quick relief," why not try to avoid it altogether? You can—if your trouble is the common one (due to lack



of the right kind of "bulk" in the diet). For a crisp crunchy cereal—KELLOGG'S ALL-BRAN supplies just the "bulk" you need. Eat it every day, drink plenty of water and "Join the Regulars"! Made by Kellogg's in Battle Creek.

Copyright, 1940, by Kellogg Company

**Join the "Regulars" with
KELLOGG'S ALL-BRAN**

LETTERS TO THE EDITORS

Plan for Union

Sirs:

That article by Robert Sherwood about union of the U. S. and the British Empire in the Oct. 7 issue is wonderful. It typifies the best in American thought, desire and spirit—and so do you for printing it.

JOHN A. CHAPMAN
Middletown, Conn.

Sirs:

Your article by Mr. Sherwood, *Plan for Union*, makes the most abundant sense yet spoken to America. Where everybody else seems to "view with alarm" and run about in circles in fear—some worry over what the dictators are going to do next in the way of surprise, *Plan for Union* is a royal straight flush, flung down on the table for the boys to look at.

Being an American of Irish parentage myself, I found a good laugh in Mr. Sherwood's parenthetical reservation that people in the Union would be free to hate each other to their heart's content, "this clause is inserted out of respect for the Irish." After all, if injustice be not involved, we Irish are very indifferent haters and Mr. Sherwood himself is eloquent testimony of the fact. Unless I am mistaken in my information, Mr. Robert Emmet Sherwood carries the name of a maternal great granduncle who was hanged by the British in 1803 for expressing much the same notions of personal liberty and the rights of man that now actuate his namesake. If he can look on union with the Commonwealth with equanimity, some of the rest of us may manage it.

PATRICK WELCH
Chappaqua, N. Y.

● Mr. Sherwood's maternal great granduncle was not only hanged as a rebel but then beheaded as a traitor. His brother, Sherwood's great grandfather Thomas Addis Emmet, was exiled from the Empire, settled in New York.—ED.

Sirs:

Robert Sherwood's *Plan for Union* hit a new high for timely and sensible words.

Being an American citizen momentarily residing in Canada, I can state with some degree of authority that our Canadian friends, at least the majority of them, favor union.

JOE F. BABARY
Montreal, Canada

Sirs:

Thank you, thank you for the bright ray of light in the otherwise gloomy picture of the world painted in your Oct. 7 issue.

FREDERICK G. LEASURE
LUCY W. LEASURE
Yakima, Wash.

Sirs:

Our freedom-loving forefathers who battled and bled for America's freedom from England must have rolled over in their graves on mass at Robert Sherwood's English-speaking Union.

SUSAN SMITH
Chicago, Ill.

Sirs:

... It sounds magnificent. Only one thing troubles me. What about South America, our near neighbor whom we have wooed with such diplomatic fervor especially in recent months?

MRS. THEODORE TAYLOR
East Hampton, Conn.

● About South America Mr. Sherwood says: "It must certainly be included, but South Americans will refuse to be included until the U. S. and Britain give substantial proof of their united strength. The union of the

(continued on p. 4)

**YOUR PIPE
BURNS YOUR
TONGUE?**

Fill it with
REVELATION
and we'll wager
your "bite"
disappears!

YOU'LL FIND the pipe wasn't to blame. Because of REVELATION's five superb tobaccos... in balanced blend... bite is eliminated. You can't find that in straight or near-straight tobaccos.

BURLEY

from Blue Grass Kentucky — is the tobacco that makes REVELATION smoke even and clean.

+

CAROLINA

Sunny tobacco blue-cured in Old Carolina—adds sparkle to REVELATION's taste.

+

VIRGINIA

tobacco that's sun-cured and hickory-cured lends spice and body to REVELATION.

+

PERIQUE

from St. James Parish, Louisiana—gives distinctive aroma and rich flavor to REVELATION.

+

LATAKIA

from Syria—is the costly crowning touch to REVELATION's magnificent blend—the finest 15¢ blend you can buy!

**ENJOY
IT
TODAY!**



REVELATION
PIPE
TOBACCO 15¢
A Product of PHILIP MORRIS

TEN MILLION HEARTS STOOD STILL!

Hair-Raising Jumps! Terrific Impacts! Scorching Stops!

And not one Goodrich Silvertown Tire failed in 2,440 thrilling safety demonstrations at World's Fair!

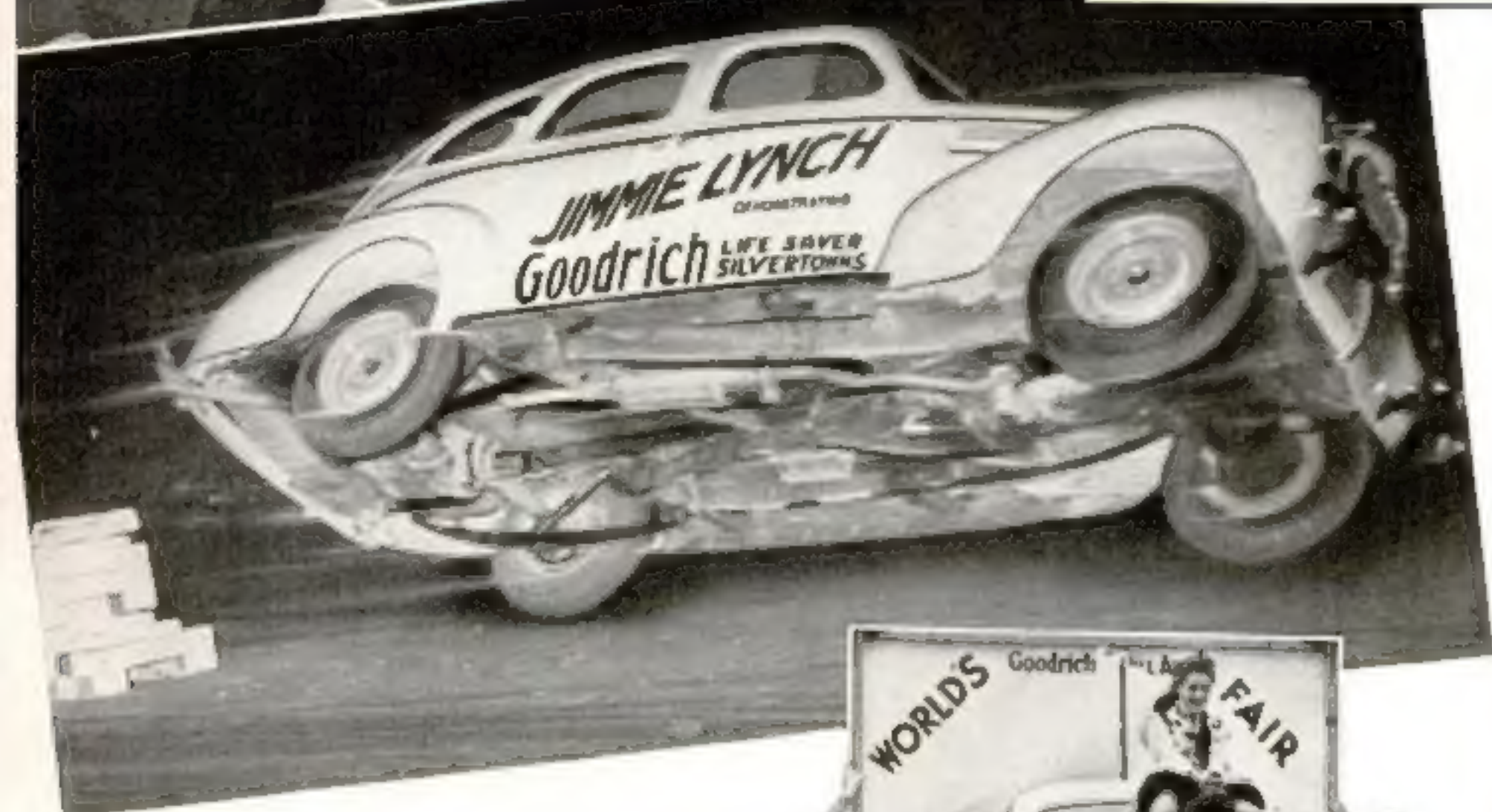
RUBBER was tortured until it screeched and smoked. It was gashed by spikes, wrenched by sudden stops and hit by the whole weight of falling cars ... as millions watched the thrilling spectacle of daredevil driving in the Goodrich Arena at the New York World's Fair.

With all its spine-chilling thrills for the crowds, it was deadly serious business for tires: the Life-Saver Tread literally stood cars on their noses in the quickest, safest stops ever seen on wet pavements and Goodrich Seal-o-matic Tubes were pierced by 3-inch spikes without losing air! The well-known Silvertown carcass

that has the heat-resisting construction pioneered in the famous Golden Ply showed that it not only gives you maximum blow-out protection but greater resistance to all other road hazards as well.

Thousands of times the lives of Jimmie Lynch's "Death Dodgers" were literally saved by these Goodrich Safety Silvertowns that didn't fail even once! Isn't this the kind of tire safety you're looking for? Get your life-saving Silvertowns now. And, remember, if it's not convenient to pay cash, you can take advantage of the liberal Budget Plan at Goodrich Silvertown Stores and many Goodrich dealers;

JIMMIE LYNCH, the man who makes a living laughing at danger says, "Only Goodrich Silvertowns could have survived the torture we gave tires. I depended on Silvertowns to bring my troupe safely through more than two thousand performances—and they did it without a single failure. For my job I know Silvertowns are the *safest things on wheels.*"



ALMOST RIDING THE RIMS—3,000 pounds of metal "heeled" way over and speeding along on only two tires! It takes the strongest sidewalls to stand that kind of abuse. In this fiendish feat that strained every ounce of cord and rubber, Silvertowns time and again showed the stamina that will give you greater safety on the road.



LEAP-FROG OVER A TRUCK. Imagine the crushing blows Silvertowns had to take when they hit the pavement after this spectacular jump over a truck. These tires literally ate up punishment and came back for more.



HERE THEY COME. Two Death Dodger cars leap from the ramps in one of the thrilling demonstrations where regular stock Silvertowns took terrific beatings without flinching.



"DAGGER" BLOWS—through the tire—into the tube! A high-speed camera catches the action as rows of 3-inch steel spikes plunge into a Goodrich Seal-o-matic Tube at 40 miles an hour! The self-healing linings in these tubes sealed the holes—the tubes never blew out or went flat. Why not put this safety on your car?

Goodrich Safety Silvertowns

This One



Z6P3-TLC-P7PK

Sensational Bargain!

TO INTRODUCE THE

Listerine Throat Light

DUPONT LUCITE TONGUE DEPRESSOR

WATCH YOUR THROAT. Simple sore throat is often a symptom of an oncoming cold. Better start gargling frequently with Listerine Antiseptic. This prompt and pleasant precaution may head off a cold or reduce its severity, once started.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

GARGLE LISTERINE... QUICK!

LETTERS TO THE EDITORS

(continued)

U. S. and Britain will give the South American republics a market for their goods which the U. S. alone cannot give."—ED.

Sirs:

May I congratulate you on publishing Robert Sherwood's *Plan for Union*, and hope that it will provoke serious discussion?

Mr. Sherwood's article leaves unanswered a host of questions which it raises. For example, if we were to unite with the British Commonwealth of Nations, what would be our relation to the British Empire? Would we not be committed to defend Gibraltar against Spain, Suez against Italy, the Near East against Russia, India against Japan? Would we not incur responsibility for the disposition of the French, Dutch and Belgian empires? And since the ultimate security of the English-speaking Union would depend on control of the trade routes of the world, could America afford to leave the bases which dominate those routes entirely in the hands of England? If they were to be defended partly with our prestige and strength, surely we would have to assume some share in governing them. Considerations such as these make one doubt Mr. Sherwood's statement that the mechanics of union would be simple.

For Mr. Sherwood proposes in effect a union that would not be a union. "Each state," he says, "would, of course, continue independently to fly its own flag, choose its own rulers, apply its own taxes, enact and enforce its own laws, chew its own gum." What is there left but voluntary co-operation? And for how long would voluntary co-operation be forthcoming when local self-interest was at stake?

If the proposed union were to have any practical value, it would have to be a real union in which every state sacrificed some of its prerogatives. Foreign relations, military affairs and international trade would have to be controlled by the central government. For its own protection, America could not let itself as the partner of England be unwittingly involved in the consequences of British statesmanship of the Baldwin and Chamberlain variety. Certainly we could never place ourselves in the position of, for example, Australia, who had no part in forming the British policy of appeasing Japan, even though its own future was involved. But such control over external affairs is the very essence of sovereignty and to relinquish it to a common authority would require unparalleled self-sacrifice and understanding, both on our own part and on the part of the British whose devotion to the crown is continually increased by the splendid courage of the present king and queen.

But surely the basis for an English-speaking Union does exist in the pressing need for mutual defense and prosperity in a bitterly competitive world. May America consider it seriously and quickly, lest the death song of democracy everywhere be "too little and too late."

PAUL T. YARDLEY

New York, N. Y.

●LIFE submitted Mr. Yardley's letter directly to Mr. Sherwood for comment. Said he, "This is a remarkably intelligent letter—the sort of questioning which I hoped *Plan for Union* would provoke."

In this Union, the problem of defense would have to be settled on a sharing basis, established by the supreme legislative body in which, be it remembered, the U. S. will have a substantial majority. Actually the spheres of defense would be just about what they are now, and have been since the Monroe Doctrine.

"As far as the French, Dutch and Belgian empires are concerned, I believe that a U. S.-British Union should

(continued on p. 6)

A Snap!

—THE NEWEST THING IN NECKTIES IN 17 YEARS!



ESCORTS are held at the wide end by a snap instead of the usual stitching



UNFOLD FOR PERFECT CLEANING AND PRESSING. ALWAYS FRESH, ALWAYS NEW-LOOKING! KNOT BETTER... DRAPE BETTER, TOO!

When you buy an ESCORT you take a step ahead in fashion... for ESCORTS are made of America's most exclusive woolen and silk neckwear fabrics, designed to complement and highlight a man's wardrobe. At the same time you get the practical new TRU-FOLD construction, which makes it easier to tie a perfect knot—and which can add months and months to the fresh, new-looking life of the tie. Ask for ESCORT cravats tomorrow at your favorite men's store.

Escort CRAVATS

Made of American Fabrics and Distributed by THE METCALF NECKWEAR CO., CLEVELAND, O.

Copyright 1940, The Metcalf Neckwear Co.

ENTER THIS BIG "All Cash" LAUNDRY CONTEST

FREE \$3500 in Cash

IT'S FUN! EASY TO ENTER! NOTHING TO BUY! YOU CAN WIN
ONE OF THESE BIG PRIZES

\$1000⁰⁰ FIRST PRIZE

\$500⁰⁰ SECOND PRIZE

10 THIRD PRIZES \$100 EACH

100 FOURTH PRIZES \$10 EACH

LADIES!
GET YOUR
ENTRY BLANK
FROM ME! THINK
WHAT YOU COULD
DO WITH ONE OF
THESE BIG
MONEY PRIZES!

HURRAY! 112 OPPORTUNITIES
TO WIN! AND I CAN THINK OF
DOZENS OF REASONS FOR
USING THE LAUNDRY.
I'M GOING TO ENTER
RIGHT NOW!

SIMPLE! HERE'S ALL YOU DO: Just complete this sentence
in 25 additional words or less...

"I like laundry service because..."

CUT OUT
THE INFORMATION
BELOW
TO HELP YOU ENTER!
DO IT NOW!

IMAGINE! \$1,000 CASH... just for a few minutes of your time! Just for writing a simple sentence telling why you like laundry service!

Just think what you could do with that wonderful first prize! Buy a new car and run it for months without its costing you a penny! Make a down payment on a house! Start one of the youngsters in college. Or wouldn't any of those other cash prizes... \$500.00, \$100.00, even \$10.00... be mighty welcome?

AND IT'S SUCH A CINCINCH TO ENTER! If you have ever tried laundry service you'll know lots of reasons for liking it. If you haven't used the laundry lately, you may want to send a trial bundle and see for yourself.

You might tell what fun it is to be a lady-of-leisure on washday. Or maybe you're thrilled with the beautiful work the laundry does... how clean and sweet everything in the bundle smells. Or perhaps you'll want to

tell how today's laundry takes such good care of things... that when you "let the laundry do it" your clothes last and last.

SO ENTER NOW—Just get an entry blank from your laundry routeman (or use the blank side of any laundry list) and tell why you like laundry service. Don't worry about fancy writing, fancy words. Sincere, original thoughts are going to help someone win \$1,000—why don't you try?



THE TOWEL

Women like laundry service because the work is finished so beautifully yet handled so gently that clothes really live out their full life.



THE SHIRT

You'll like the laundry because your husband will cheer for the way his shirts and collars look... sparkling clean and ironed to perfection.



THE DRESS

Send your wash to the laundry because laundries wash and iron colored clothes at correct temperatures, take special care to guard against fading.



THE PILLOW-CASE

You send your clothes to the laundry because it does your heart good to see the white clothes in your wash come back sparkling white.

DO THIS... YOU MAY WIN \$1,000



TELEPHONE YOUR LAUNDRY—If your laundry routeman hasn't already left you an entry blank, or if you don't have a laundry list handy, just call the laundry and say you want to enter the big "All-Cash" contest advertised in LIFE.



YOUR LAUNDRY SALESMAN will bring an entry blank promptly. Remember—just finish the sentence shown above in 25 additional words or less... and write your entry on an entry blank or a laundry list. Enter as many times as you



wish—but use a separate blank, or list—for each entry.

MAIL YOUR ENTRY before midnight, November 23, 1940, to Laundry Contest, Box 562, Grand Central Annex, New York, N. Y.

FOLLOW THESE SIMPLE RULES!

1. Complete this sentence "I like laundry service because..." (in 25 additional words or less.) Write on an entry blank or on the back of the regular laundry list from any commercial laundry. Sign your name and address.
2. Mail entries to Laundry Contest, Box 562, Grand Central Annex, New York, New York. Be sure to use sufficient postage. You may enter the contest as often as you like, but each entry must be written on a separate entry blank or laundry list.
3. This contest opens October 25 and closes November 23, 1940. All entries must be postmarked no earlier than October 25 and no later than midnight, November 23, and received in New York by November 30, 1940. The following prizes will be awarded in this contest:

First Prize—\$1,000 • Second Prize—\$500
10 Third Prizes—\$100 each
100 Fourth Prizes—\$10 each

4. Entries will be judged for originality, sincerity, and aptness of thought. Decision of the judges will be final. Duplicate prizes awarded in case of ties. Fancy entries will not count extra. No entries returned. Entries, contents, and ideas therein become the property of Compton Advertising, Inc.

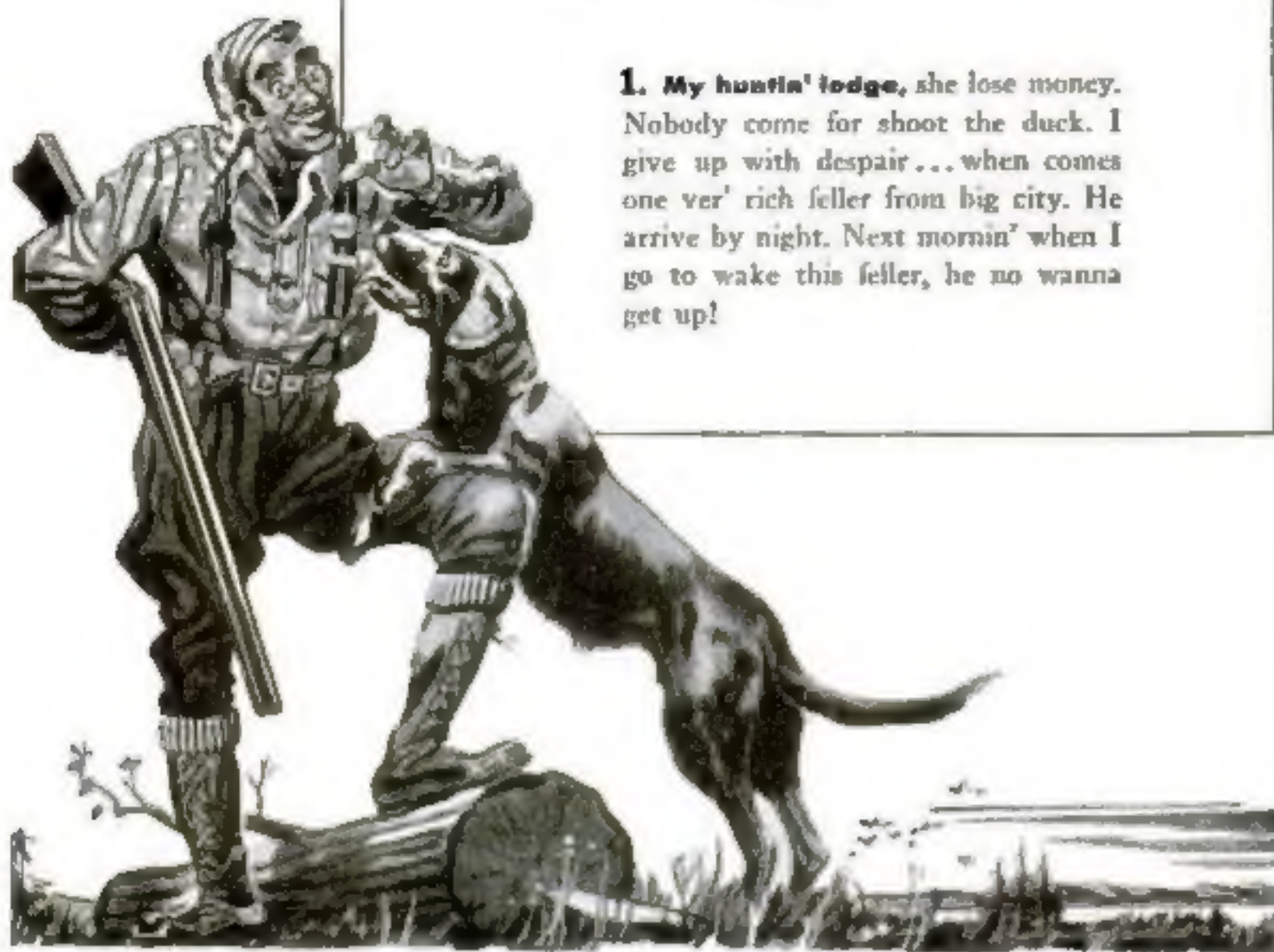
5. Residents of the United States and Canada may enter except owners and employees of commercial laundries, dry cleaning plants, members of the allied trades, employees of Compton Advertising, Inc. and their families. Contest subject to Federal, state, and Dominion regulations.

6. All prize-winners will be notified by mail about three weeks after the close of the contest. A complete prize list will be available at your local laundry or may be obtained by writing Laundry Contest, Box 562, Grand Central Annex, New York, N. Y., after December 15.

HURRY! THIS CONTEST CLOSING NOVEMBER 23, 1940

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"I, Baptiste, know more than rich feller!"



1. My huntin' lodge, she lose money. Nobody come for shoot the duck. I give up with despair... when comes one ver' rich feller from big city. He arrive by night. Next mornin' when I go to wake this feller, he no wanna get up!



2. He sleepy like anyting. He stumble out to blind. I leave him in boat. Pretty soon plenty duck come, fly around, sit on water beside blind. By gar, this feller no shoot! I wait one hour, two hour... still he no shoot!



3. I go see what wrong. This feller sound asleep! Duck all gone... no more chance for shoot that day. "Too bad," say rich feller. "I cannot stay awake!" Then he tell me how he drink the coffee on train last night.



4. Caffein in coffee keep rich feller tossin' an' turnin' all night. By gar, he get no rest at all! "I fix!" I announce. "Today you try rest. To-night I make good Sanka Coffee. She 97% caffeine-free, an' no can keep you awake!"



5. I show words on tin: "Council on Foods of American Medical Association says: 'Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden.'" (I no read this good, but rich feller can.)



6. He drink the Sanka Coffee. One cup, two cup. He smack lips. He sleep like bear in winter time. Next mornin' he bag limit ver' soon. "Baptiste," he say, "you smart feller! I buy this lodge, an' make you manager at good salary!"



SANKA COFFEE
REAL COFFEE... 97% CAFFEIN-FREE

TUNE IN... "WE, THE PEOPLE"—Laughs, thrills, pathos, drama, as *real* people tell true experiences! Tuesday evening—Columbia Network. See your local paper for time and station.

Copyright, 1940, General Foods Corp.

LETTERS TO THE EDITORS

(continued)

assume trusteeship of these colonies until such time as the French, Dutch and Belgians can resume authority.

"I agree 100% that the U. S. should not become involved in British statesmanship of the Baldwin, Chamberlain variety. Here again it is the democratic system itself that is at stake. Actually I believe that a U. S.-British Union should be achieved without the U. S. entering the war. I believe it could be a means of ending the present horror. There is certainly risk for the U. S. in any course we may take now in foreign policy, but I believe that Union reduces the risks more than any other conceivable plan."—ED.

Campaign Buttons

Sirs:

An elevator man on E. 43rd St. when offered a Willkie button by Wall Streetish passengers accepts it and places it on the underside of his uniform lapel—next to a Landon-for-President button.

M. ASHE

New York, N. Y.

Sirs:

May I call your attention to two brazen un-American activities that I have noticed recently? I am enclosing one each of a SPY button and a FIFTH COLUMN button which are now being openly and impudently sported by people around here whose sense of humor is as warped as their patriotism. They should be forbidden by law.

ARTHUR FOOTLY

Tuckahoe, N. Y.



Below are a few more buttons, newly invented, for LIFE's readers to get for their crowded lapels.—ED.



Time to Vote

Sirs:

Well, it seems that the time is drawing nigh for us ordinary folks to go to the polls and put down a bunch of little X's that will show just how we stand on candidates and momentous issues.

And as the time draws nigher, I wonder if enough attention is being paid to the strain on the average voter, especially the voter, who, like myself, is neither Democrat, Republican or anything else by tradition.

Twice before I have voted in a national election (I am 31). The first time, in 1932, I voted for Hoover because my mother did; the second time, in 1936, I voted for Norman Thomas because at that time I was in a fever of youthful zeal to change the world overnight.

Now I am pretty well convinced by

(continued on p. 8)

CAUTION!!

BEWARE OF BLEEDING GUMS

GINGIVITIS



ATTACKING THOUSANDS

4 OUT OF 5 MAY HAVE IT!

If your gums ever bleed and are sore, tender—read *every* word! Gingivitis, an inflammation where gums join the teeth, is so common today 4 out of 5—even young folks—may be victims.

If neglected—Gingivitis is often a start of Pyorrhea with its shrinking gums and loosened teeth. Only your dentist can help Pyorrhea. Wise folks go every three months for gum inspection. Then at home help guard against Gingivitis.

How 95% Cases Improved in 30 Days

Brush your teeth and massage your gums twice daily with Forhan's Toothpaste. Clinical investigation shows 95% Gingivitis cases improved in 30 days by following this easy method.

Forhan's is the formula of Dr. R. J. Forhan for cleaning dull teeth to their "natural" lustre—for massaging gums to help them be firmer and more able to ward off infection. Also helps remove acid film that often starts tooth decay. Start using Forhan's TODAY. At drug and department stores. Weekend size at 10¢ stores.



FREE

50¢ GUM MASSAGER

Send empty carton from 50¢ size tube Forhan's Toothpaste to Forhan's, Dept. C-11, New Brunswick, N. J., and receive this wonderful 50¢ Gum Massager FREE.



"I'M LOOKING FOR A COUNTRY ESTATE TO GO WITH MY NEW COAT!"

"This Surcoat of mine just calls for a station wagon, a pack of hounds and a butler named Higgins! It's smart as a top coat—free as a jacket—just the thing for football games, fishing, tramping in the woods, all informal wear." No wonder in 2 years the Surcoat has become an all-important item in the wardrobes of over a *million* well-dressed men. It's the coat they've always wanted—never had 'til now! It's available in leading stores everywhere...in leathers, knit goods, in light and heavy fabrics...and in a wide range of prices.



The Surcoats shown on this page are only four of the many new models by many makers. See them today. But before you buy, make sure that the slide fastener is marked "Talon"!



First, because makers of genuine Surcoats never use anything but Talon fasteners. Second, because it's the slide fastener that most men have found completely dependable.



Witness: when 43 leading stores questioned thousands of men... among those expressing a preference, the vote for "Talon" over any other brand was more than 70 to 1!

SURCOATS
with the
dependable
TALON
Reg. U.S. Pat. Off.
SLIDE
FASTENER



TALON SLIDE FASTENER • MADE BY TALON INC. • MEADVILLE PENNSYLVANIA
Reg. U.S. Pat. Off.

How on earth do you get
your cakes to brown so evenly?

Simple enough! I use
Aluminum Pans.
They give me
better texture, too.



When you bake for a living, there must be no failures. Every cake and cookie must turn out good enough to sell.

And that's why better bakeries use Wear-Ever Aluminum. It helps assure an even, golden brown; fine, uniform texture; generous size. Because, in Aluminum, heat spreads quickly and evenly so that all parts bake at the same rate.

For better baking results, take a tip from the man whose business is baking. Use Wear-Ever Aluminum. He will tell you, too, that it is easy to clean, will last for years.

If you wish to know where to buy Wear-Ever, write The Aluminum Cooking Utensil Co., 1511 Wear-Ever Bldg., New Kensington, Pa.



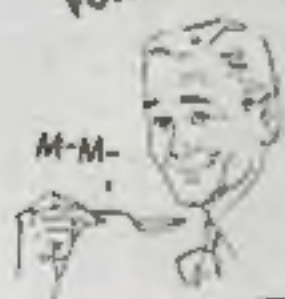
LOOK FOR THE WEAR-EVER
TRADE MARK WHEN YOU BUY

Your thousand meals a year deserve
up-to-date Aluminum Cooking Utensils

FOR FLAVOR

FOR HEALTH

FOR ECONOMY



Aluminum at its Best:

"Wear-Ever"

LETTERS TO THE EDITORS

(continued)

the news I read and the words I hear over the radio that the Germans are after us and our "way of life" is in danger of being changed so that we can't have coffee and meat every day and can't say what we please whenever and wherever we like. Migosh, how can I vote so as to insure that we'll be able to beat off the Germans successfully and continue to eat and talk as we are doing?

Listening to what's being said around me doesn't help much. My neighbor on the right tells me, "Politics is so rotten, it's no use to vote."

A woman in the beauty shop remarks, "We'd better keep Roosevelt in. He's got his and so won't care about graft money like a new man would."

A woman in the grocery store tells me, "You should come to Pro-America meetings and learn about these things. We must keep some of our traditions." (I take it she's against the Third Term.)

My neighbor from down the street says, "Maybe we'll have to fight fire with fire. It may take a dictator to beat a dictator."

No, I'm still not satisfied, so I listen to the two principals and that is sure tricky business. I hear Willkie, and by gosh, I'm ready to give the old system of free enterprise another whirl. I hear Roosevelt, and begin to suspect that Willkie is another Alexander Hamilton. And I've read enough of *The Epic of America* to know that to be that is a slam.

Ho, hum! When Nov. 5 rolls around, I think I'll hike to the voting booth, put down my little X's and then take to the tall timber to await results.

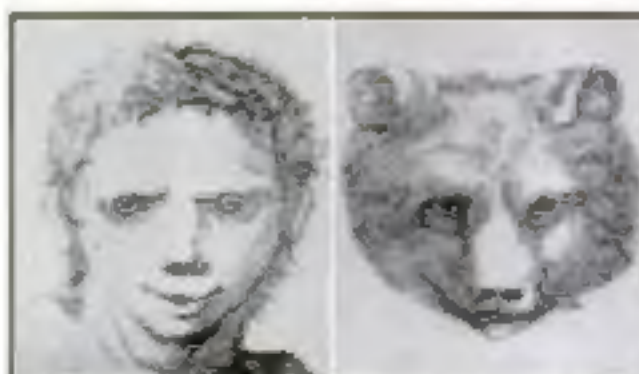
MRS. W. H. MURDACH

Bremerton, Wash.

Juxtapositions

Sirs

You seem to think that the juxtapositions of pictures shown in your Sept. 23 issue are a new idea. I am



enclosing some photos from *Artists' Repository*, published about 1789 (see pictures). As you see, the authors had the same idea.

MAURICE KASSEL

New York, N. Y.

(continued on p. 11)



BY APPOINTMENT
TO THE PRINCE
OF WALES - 1936



BY APPOINTMENT
TO H.M. THE KING
OF SWEDEN

VAT 69

BLENDED SCOTCH
WHISKY

8
YEARS
OLD



No. 1 in
Taste!

"Quality Tells"

PARK & TILFORD
IMPORT CORP., NEW YORK, N. Y.
Sole Distributors for the
United States

NOW! SEE YOUR OLDSMOBILE DEALER FOR A

Hydra-Matic Drive!

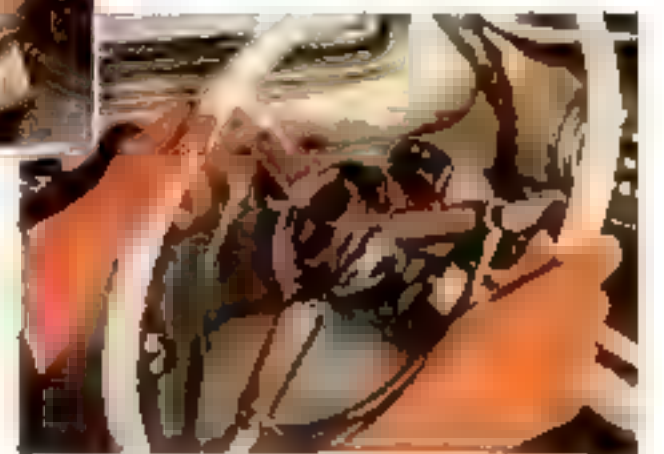


NO CLUTCH TO PRESS!

No clutch and no clutch pedal with Hydra-Matic Drive—no work for your left foot to do!

NO GEARS TO SHIFT!

No over to manual it. Simply set the control in "HI" and gears shift automatically.



New low-priced Olds Special, stunning new Dynamic Cruiser. Luxurious new Custom Cruiser—the 1941 Oldsmobiles are the newest of the new! And most sensational of all their new features is Oldsmobile's exclusive Hydra-Matic Drive—a combination of fluid coupling and completely automatic transmission! For a motoring thrill that's new and different, try real no clutch, no shift driving—today!



STYLED TO LEAD
BUILT TO LAST

Car illustrated: Dynamic 6 Cruiser Four-Door Sedan, \$1010.* (Same model Eight, \$1045.)* *Hydra-Matic Drive optional at extra cost.

Coupe prices begin at \$852. Sedan prices start at \$898, *delivered at Lansing, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE

OLDS PRICES BEGIN AT

\$852*

FOR SPECIAL SIX BUSINESS COUPE

THE CAR

Ahead!



IT'S

OLDSMOBILE

Dr. West's now offers you Your choice of 2 great brushes!



Copy, 1946 by West Products Co.

THE SEALED-IN-GLASS QUALITY LEADER OF THE WORLD



The climax to centuries of brush-making—the Dr. West's *Miracle-Tuft*! It incorporates the *only basic* improvements ever made in a toothbrush: Exton, the miraculous bristle-like filament developed by Du Pont and Dr. West's surgically-sterile, sealed glass package. Both are *Miracle-Tuft's* exclusively.

Try this amazing brush. One brushing will convince you that the *Miracle-Tuft* can do wonders for your teeth, your health, your looks.

Dr. West's Two Great Brushes Compared

- Exton bristles— heavier texture, stronger, last longer
- Sealed in glass—the only surgically-sterile brush
- Finest handles

- Nylon— lighter than Exton, stronger than natural bristle
- Sanitary-sealed carton, cellophane wrapped
- Lighter handles

- Scientifically-shaped double convex brush-head
- Perfected bristle anchoring— guaranteed no bristle shedding
- Precision-polished bristle ends protect delicate gum tissue
- Dr. West's 32 inspection safeguards

SEALING
STAMPING

THE WEST PRODUCTS CO.



Dr. West's "25" priced 33¢ in Canada

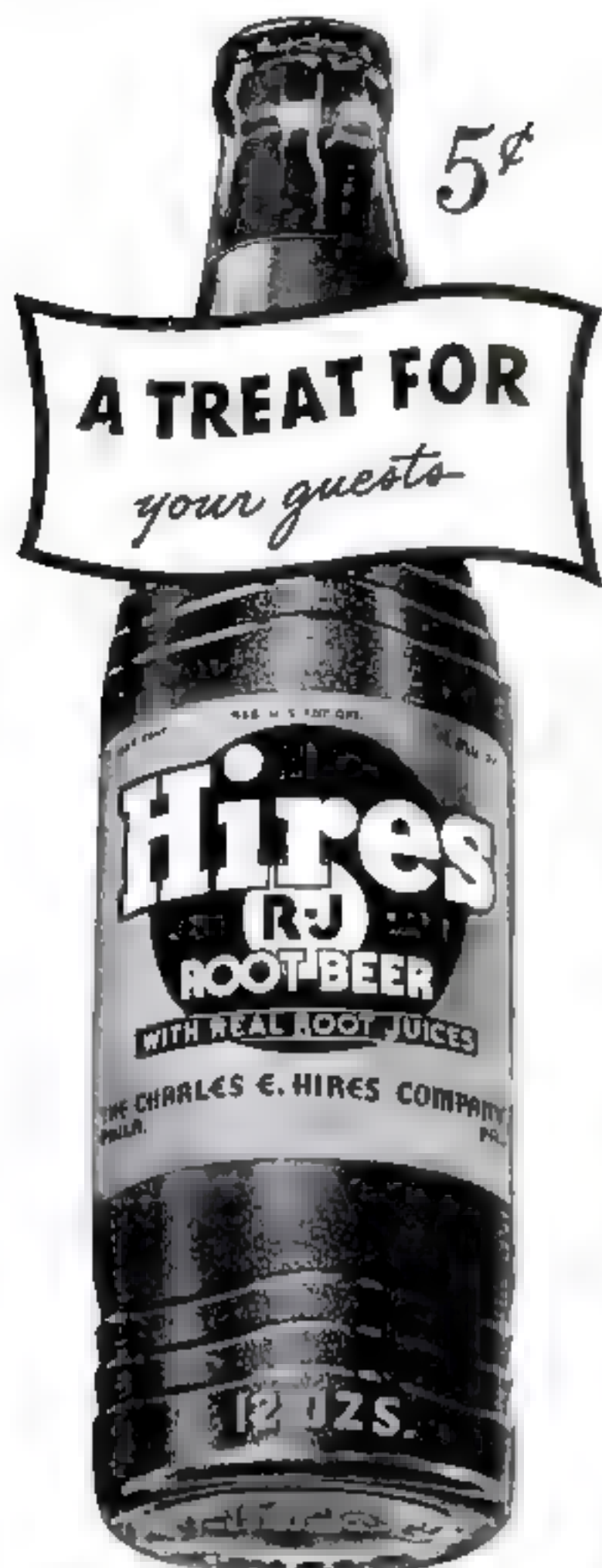
FIRST TOOTHBRUSH EVER MADE WITH THRILLING NEW NYLON

Today Dr. West's presents a new wonder toothbrush in the lower price field—Dr. West's "25", a brush made possible by the development of new Du Pont Nylon bristle.

Though lighter in weight than Exton, used *only* in *Miracle-Tuft*, the bristles of the "25" are provably superior to any natural bristle.

Now . . . anyone can afford a *fine* toothbrush. But—for the *finest* toothbrush you can buy now or ever, Dr. West's still says *Miracle-Tuft*, 50¢.





SHE'LL ADORE
fluff **MITTEN & Parka Set**

\$2.00 FOR THE SET

Set her eyes to dancing with this perfect gift—a gay, fluff parka and mitten set. Jolly and soft as a kitten, they'll be her favorite wear for business, school, sports, / . . . Colors White, Red, Kelly, Royal, Brown, Wine, Yellow, Rust, Black, Glacier Blue, Orange, Park, Navy.

Mittens or Parka separately, \$1 each
In attractive gift box. If your favorite dealer cannot supply, mail this order blank.

DEALERS, WRITE FOR NEAREST DISTRIBUTORS

BY **ROYAL KNITTING**
JACKSONVILLE, FLA.
CHICAGO, ILL.

Please send me parcel post prepaid
_____ Fluff Mittens & Parka Set \$2
_____ pairs of Fluff Mittens only, \$1
_____ Fluff Parka only, \$1

☐ Cash enclosed ☐ Money order ☐ C. O. D.
Additional Post Office charge of 12c no C. O. D.

Colors (listed above) _____
Name _____
Address _____
City _____ State _____

LETTERS TO THE EDITORS

(continued)

To the Point of Apoplexy

Sirs:

On behalf of my father, Mr. W. L. Nossaman, who has twice caught you up on the same mistake before, I write to expostulate against the misuse of "who" in the Sept. 30 issue of LIFE.

On page 22, you say: "As his successor Congress chose another Southerner, Samuel Rayburn of Texas, majority leader whom Democrats suspect may rule with a stronger hand than any other Speaker of the New Deal."

My father was irritated almost to the point of apoplexy by the repetition of this error. I hope that you will slap the person concerned smartly upon the back of the hand and explain to him that *who* in this construction is still the subject pronoun, in spite of the parenthetical "Democrats suspect."

GERALDINE NOSSAMAN

East Pasadena, Calif.

● The person concerned has been duly slapped. For the sake of Mr. Nossaman's health, LIFE promises to be more careful of its pronouns.—ED

Spectacular Nudity

Sirs:

I was hoping, since the sensual Parisians had lost to the Americans the honor of being the voice of the world's fashion, that modesty would again prevail. I am sorry, extremely sorry to see that I was wrong after viewing with displeasure the fashion section of the formerly excellent magazine LIFE in the Sept. 23 issue. It is my sincere hope that the new fashion creators will strive more for fashionable modesty and simplicity than for lurid, shocking, spectacular nudity.

FRANCES RUTH PERZ

Blairstown, Ariz.

● Reader Frances Ruth Perz hasn't seen anything yet. Below: Actress Scarlett Knight models a new evening dress invented by American designers. At right is a close-up of her conspicuous patriotic beauty patch.



DESIGNED IN U. S. A.

Superman

Sirs:

I may be only 12 but I know my Superman. And though he may be in the air, or on the air, he is *never* in *Action Comics*.

See page 79 of the Oct. 14 issue of LIFE.

ALICE WADSWORTH

Geneseo, N. Y.

● Right you are, Alice. Superman appears in *Action Comics* and *Superman* magazines.—ED.

Believe It or Not!

by RIPLEY

COVERED WAGONS ORIGINATED THE AMERICAN TRAFFIC SYSTEM OF PASSING TO THE RIGHT!

WINTER RING-FREE
POURS AT 20° BELOW ZERO... YET CERTIFIED
WINTER TESTS HAVE PROVED IT'S SO TOUGH AND
OILY IT DELIVERS 11.4 MORE HORSEPOWER
THAN THAT AVERAGED BY 25 OTHER WINTER OILS!



THE U.S. IS THE ONLY COUNTRY IN THE WORLD WHERE IT
WOULD BE POSSIBLE FOR EVERY MAN, WOMAN
AND CHILD TO RIDE IN A MOTOR VEHICLE
AT
ONE TIME!



THINK OF IT! A motor oil thin enough to pour at 20° below... yet tough enough to deliver 11.4 more horsepower than that averaged by all winter oils with which it competed!

How does Winter Ring-Free get that way? Because it is not "lubrication-starved" to make it pour! It retains all its oiliness; all its film strength; all its friction-fighting quality.

That's why Ring-Free Motor Oil reduces wear and repair in winter... just as it does in summer. That's why you should play safe and change to Winter Ring-Free now! We're sure your motor will thank you for it next spring; and so will your pocketbook!



The Thrifty Lubricant

Ask for Macmillan Ring-Free Motor Oil at your service station, garage or car dealer. If he hasn't got it, he can easily get it for you.

MACMILLAN PETROLEUM CORPORATION

50 W. 30TH STREET, NEW YORK • 624 S. MICHIGAN AVENUE, CHICAGO • 330 W. 8TH STREET, LOS ANGELES

Copyright 1940 by Macmillan Petroleum Corporation



THE NAVY BOASTS SOME FINE PHOTOGRAPHIC TALENT. THIS PICTURE OF THE FLEET AGAINST A HAWAIIAN SUNSET WAS TAKEN BY DIXIE MAYS OF CRUISER "INDIANAPOLIS"



D. F. DAVID, BOILERMAKER FIRST CLASS ABOARD THE REPAIR SHIP "MEDUSA," TOOK THIS EXTRAORDINARY PICTURE OF HIS SHIPMATES IN A 12-FT. HAWAIIAN BREAKER

SPEAKING OF PICTURES . . .

. . . SAILORS TOOK ALL THESE



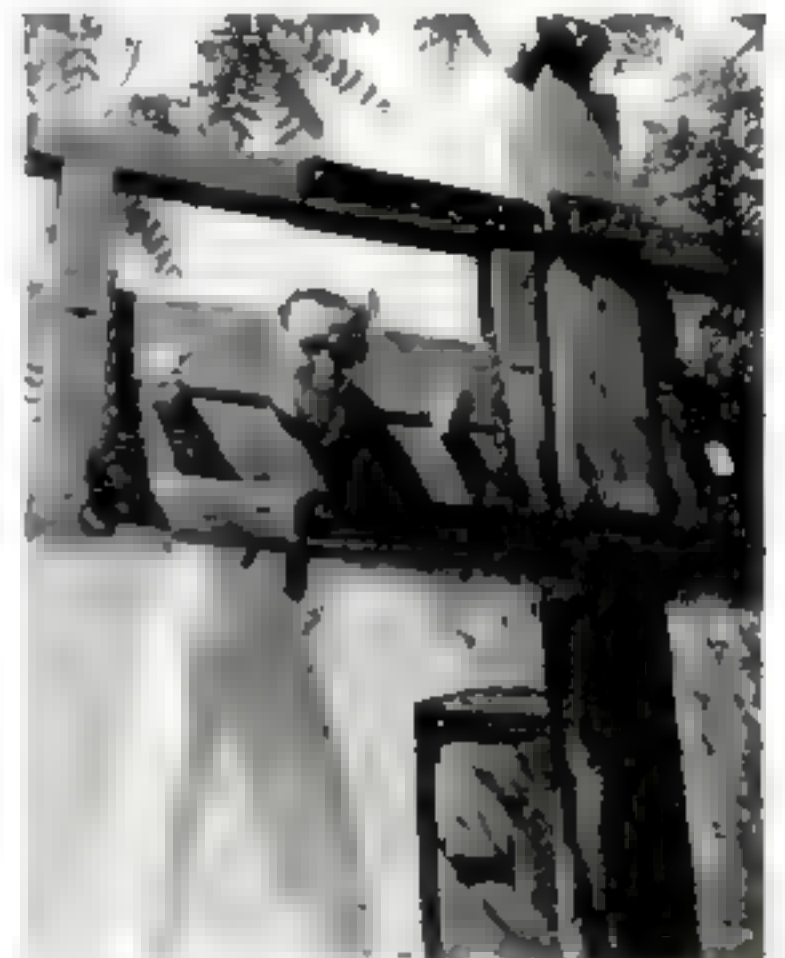
FAVORITE SHOT

Stowed in every sailor's locker is a set of precious photographs—of himself, his shipmates, family, girls, places and things. They tell the cheerful history of his private life as faithfully as his service record lists the cold facts of his naval career. Shown here is a representative sample, culled from a bumper crop that was harvested by LIFE's request, posted in ships and shore stations.

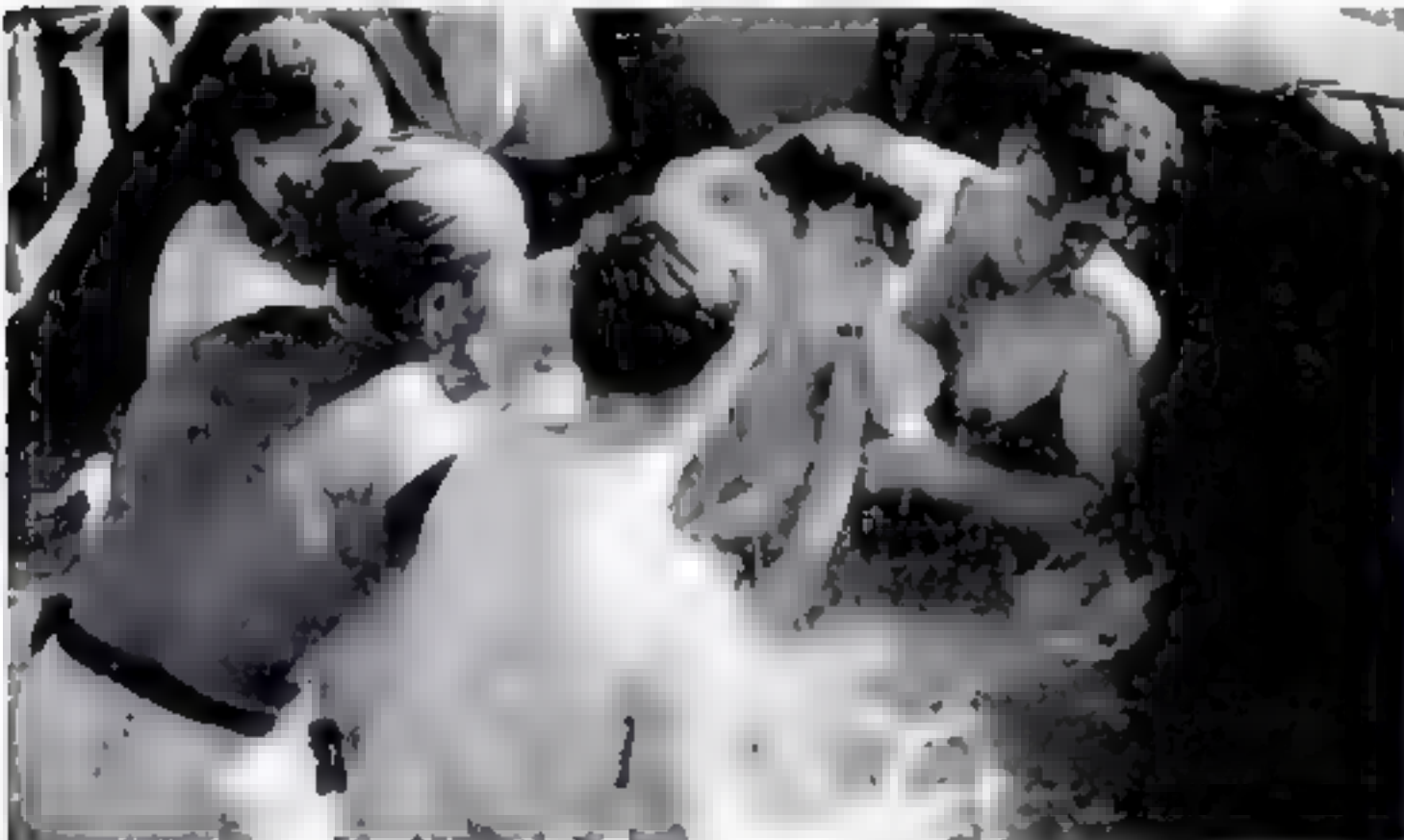
The sailor's own pictures show him as the gregarious extravert who loves life ashore and ashore and survives the regimen of his career with his sense of humor intact. High on his list of favorites are gag pictures,



Trick perspective makes standard gag picture showing big holes in sailor's shoe soles.



Colonial stocks, as a local landmark, prove this sailor visited historic Williamsburg, Va.



Crossing-the-line ceremony inducts Pollywog into fraternity of Shellbacks with a vigorous ablution in the "pool of purity." Party is welcome break in monotony of tropic sea.



A helping hand is given a construction gang by sailors at Portsmouth, Va. Never bored in brief exposures to shore life, sailors are amused by seriousness with which civilians take it.



HOISTING OF IMPROVISED SAILS ON A DESTROYER'S MASTS HELPED RELIEVE MONOTONY OF DULL ESCORT ASSIGNMENT. IN LIGHT BREEZE SHIP MADE ABOUT THREE KNOTS.

FROM LIFE'S CORRESPONDENTS

Flanner on Willkie

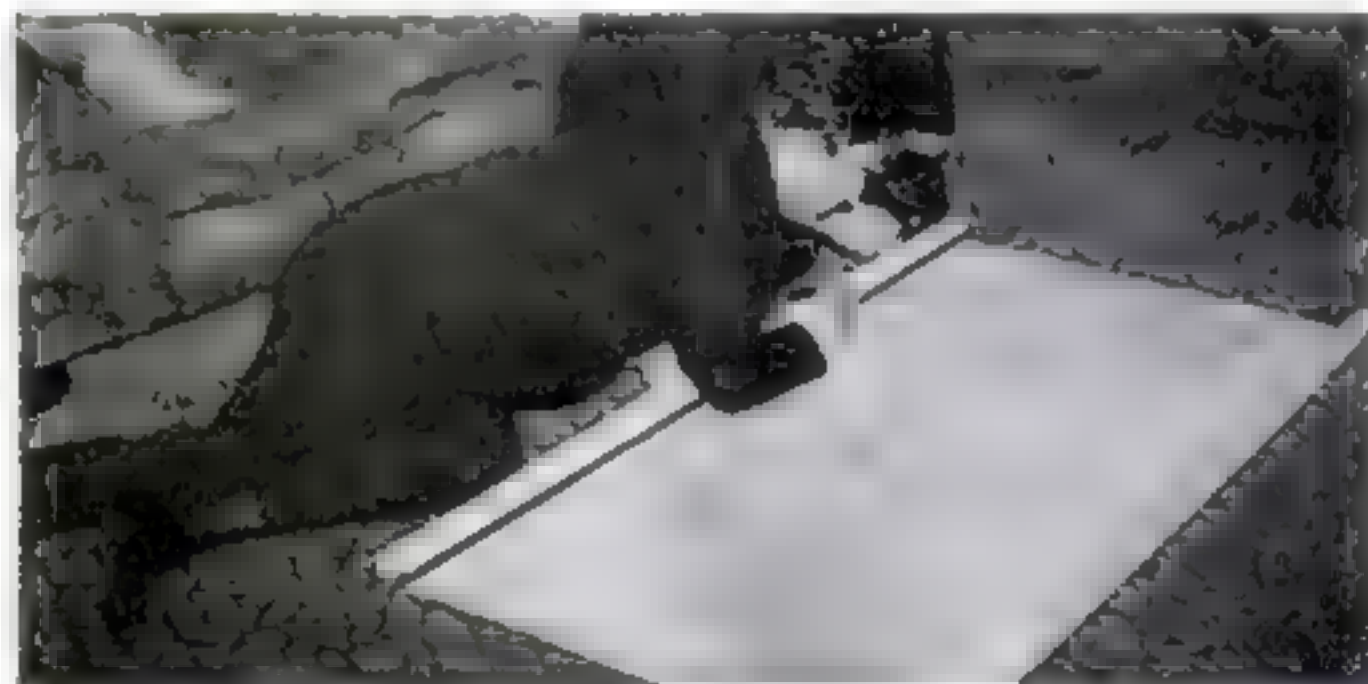
(Until 1940 no major party nominated for President anyone who, like Wendell Willkie, was practically unknown six months before his nomination. What makes this situation doubly remarkable is that Mr. Willkie's opponent, by virtue of a prodigious name, a long career in politics and eight years in the White House, is probably better known to the U. S. electorate and the world than any other Presidential candidate in history.)

Believing that Mr. Willkie's character constitutes one of the major news stories of the campaign, LIFE congratulates itself on having published an excellent closeup of Mr. Willkie before his nomination. It is compelled to admit, however, that the prize for the ablest writing on this subject since then rightfully goes to Janet Flanner of the *New Yorker*, for a brilliant Profile of Mr. Willkie which appeared last week. LIFE herewith welcomes Miss Flanner to its correspondents' column by reprinting excerpts from her article.—ED |

Willkie has made his way in the world because he has a restless, resourceful, hard-working, well-stocked, virile mind—an adroit, alert, and nimble brain set above his heavy, buffalo shoulders. His convictions, which he changes from time to time, and his energy, which never alters, are what make him tick. The direction of his mind is extensive rather than intensive; as pundits in Washington point out, profundity is not necessarily an asset in a President. His former stuff

reliable. He's not unperturbed to flattery, and loves to please. He's not so much an emotional as an impressionable man, molded largely by experiences he had in early life. He has a remarkable memory, something like a boy's pocket, stored not only with what he prizes, needs, and is interested in but also with choice oddments that come in handy. For instance, on the famous front porch at Rushville, with the house crowded with visiting Illinois Willkie Club men, a journalist arbitrarily asked him to give a memory demonstration, which he did by writing down within ten minutes all the English Prime Ministers and their dates since the time of George I. Once, when an advertising man seated next to him at lunch misquoted some esoteric department-store statistics, Willkie gave him the correct figures out of his head. It was none of his business—just something he'd read somewhere and recalled. His reading has been more a form of physical outlet for an overactive mind than a form of culture. What interests him in his history-reading is the cause of decay in government—ancient, modern, and especially 1842-1840 A.D. His delving into history has, oddly, given him little sense of protocol; this makes him seem less adult than his years. About art and aesthetics he candidly disclaims all pretensions; pushed, he says he likes statuary.

Willkie reads newspapers anywhere, but especially when he's alone at lunch. He likes best to read in a heap on a couch, he moves aboard with



WILLKIE ENJOYS SPRAWLING ON SOFAS AND FLOORS

in Commonwealth & Southern say that whereas most people meditate, Willkie thinks. What he puts his finger on most easily are the reasons underlying actions. He takes in things not piecemeal but in their entirety. He is not a wit, he is a jo-har, his mind is not rapier-like, but at its best it is razor-sharp.

The six little Willkies—two girls and four boys, Wendell being the fourth child—had an irregular, stimulating childhood. A hired girl kept an eye on them, and fed them at odd hours, while they argued about what they'd been reading and quizzed each other, squabbling over the answers. Willkie says that the night last April he was the guest of "Information Please" reminded him of supper back home when he was a boy. The tangled Willkie finances finally straightened out, but the family never touched affluence.

On the whole, Willkie is a great one for asking advice, but he is somewhat less interested in taking it. His friends think he's unpredictable but

plenty of books, cushions, newspapers, his hornrimmed glasses, Camel cigarettes (he smokes about five packs a day), and water within reach. (He's a big water-drinker; Mrs. Willkie thinks water is healthy for him, though it's added to his weight. When they married, she says, he was so fat in his Adam's apple showed and he was two inches taller; he has slumped since. In English history, Pitt the elder is the statesman who fascinated him. He's less interested in our Revolutionary times than in our Civil War period, which he believes is the one that did more to form our present pattern.)

Since they came to New York, Mr. and Mrs. Willkie have been compelled to do some smart weekend on Long Island, in Westchester, and in New Jersey, but Willkie is hard to make a weekend of; he refuses to go on a weekend at all unless his wife promises he needn't arrive till late Saturday afternoon and can be back in town Sunday by dusk. The Willkies have no country place, and he has spent

(continued on p. 115)



YES... IRON IS ESSENTIAL for growing youngsters (and for grown-ups, too)... to help build good, healthy, red blood. Bosco adds to milk iron that is lacking in many foods. And children drink more milk with chocolate-flavored Bosco. Costs so little, too.

IRON: Relative available amounts in
RAISINS —
BOSCO —



Easy to mix. Bosco is a concentrated liquid. Stir one teaspoonful of chocolate-flavored Bosco into a glass of whole milk (hot or cold) and it's ready.



Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he's supplied. Bosco Co., Inc., 180 Madison Avenue, N. Y. C.

Five "Greats"
OF A GREAT NEW
CHRYSLER CORPORATION CAR

1941 DeSoto

Enjoy (1) De Soto Fluid Drive with (2) Simplimatic Transmission—Automatic Shifting for all normal driving! (3) Low-slung Rocket Bodies! (4) New 2-Tone Interiors! (5) Chrysler Corporation Quality, Economy!



ROCKET BODIES have spacious leg room, elbow room—deep, luxurious new Form-Rest Seats.



BUILT BY CHRYSLER CORPORATION MEANS QUALITY

Fluid Drive

Formerly only on
high-priced cars, now
combined with
Simplimatic Transmission,
gives you
Automatic Shifting for
all normal driving
ASK FOR A DEMONSTRATION TODAY!

DeSoto!...that's the name to remember—the car to watch this year! It's a big car—a wide car—a low, smooth, low-slung car...with lines that are all action and beauty.

You can see and *feel* its quality...in the way it is designed and fitted throughout, in the velvety smoothness with which it handles.

It has every new and worth-while feature for '41. Drive it, and you'll see!

With Fluid Drive, you can stop, start, go all day without shifting or touching the clutch! A wonderful, smooth surge of power at the get-away—flaring acceleration in traffic or on hills. Always that feeling

of effortless, limitless power! And it is beauty hugs the road—*it really smooths out the rough spots*. It gives you that solid, steady riding feel you want.

Stop in today and see this big impressive 1941 DeSoto. Take it out on the road and try it. You'll find a real, luxurious, wonderfully easy-handling car—priced surprisingly low.

There are thirteen body styles—eight new solid colors, four beautiful two-tone combinations.

You have a choice of fine upholstery, three two-tone interior color schemes. DeSoto Division of Chrysler Corporation, Detroit, Michigan.
TUNE IN MAJOR BOWEN, C.B.S., THURSDAY 9 TO 10 P.M. EST.

“That Red Horse is
the People’s Choice”



Democrats and Republicans alike are turning to the Flying Red Horse for their favorite gasoline—Mobilgas. Try a tankful yourself, today. In traffic...notice its pep. On hills...feel its *power*. That's "Balanced Performance." You'll *like* it.

Left: WINTROP 19 jewels Two-tone gold and rose gold, two is more and \$52,000. **Right: SAKA 17 jewels** Pink natural and pink metal diamonds and diamonds and \$50,000 to \$5,000.



Hamilton
THE WATCH OF RAILROAD ACCURACY

BOVRIL

Famous for its Beefy Flavor

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

[illegible]

ABBREVIATIONS BOT BOTTOM LT, LEFT RT, RIGHT A P ASSOCIATED PRES B. & BLACK STAM INT. INTERNATIONAL W W. WIDE WORLD

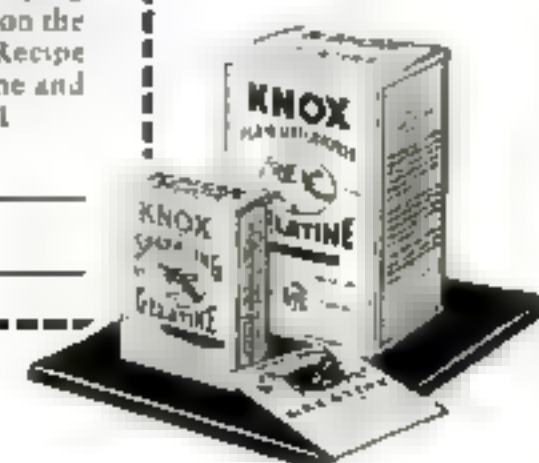
* In the 23 different occupational groups tested were included business executives, telephone operators, salesmen, radio actresses, truck drivers.



Buy Knox Gelatine...the only gelatine used in these hundreds of tests. Buy the familiar 4-envelope kitchen package or the money-saving \$2-envelope package.



Address



Knox Gelatine ...A FOOD THAT FIGHTS FATIGUE

RUBBER DOES IT B



Gasoline Needs Rubber and lots of it to get from the ground to your car. Rubber rotary hose is used in drilling oil wells. Raw petroleum is carried from shore to ship, from storage tank to tank car through oil suction and discharge rubber hose. Finally, gasoline flows through a rubber hose into the tank of your car. Whenever synthetics are necessary for better performance they are used in "U. S." hose.



Rubber Makes Good Games Great... When the wound core of rubber thread replaced the solid gutta percha golf ball it revolutionized the game. Today's golf balls are easier and more pleasing to play. They combine accuracy and long distance with durability and greater economy. U. S. Rubber golf balls are the standard for quality and performance.



Rubber Digs Deep... men and machines dig out coal and other minerals to help keep our modern industrial world going. Mining machine cable is vital to these operations and U. S. Royal cable of Triple-Tempered Rubber is highly popular because it's more resistant to heat, cold and moisture—more flexible, more resilient and "leak proof."



"Lily May
you're a scaredy cat."
"Oh, Jimmy,
I can't be brave about skidding"
"Sure you can.
Just be fussy about riding on
tires with skid control."

U.S. TIMES
UNITED STATES TIRES
ARE GOOD TIRES

A GOOD thing to be fussy about — tires with skid control. That's just one of the kinds of safety in U. S. Royal Master tires. Blowout protection is there, too. And quick stopping power on slippery pavements. With all this safety they are good for a lot of mileage. Small wonder, then, that users of U. S. Royal Masters come back for more of same when they need new tires.

**U. S. ROYAL
MASTER**

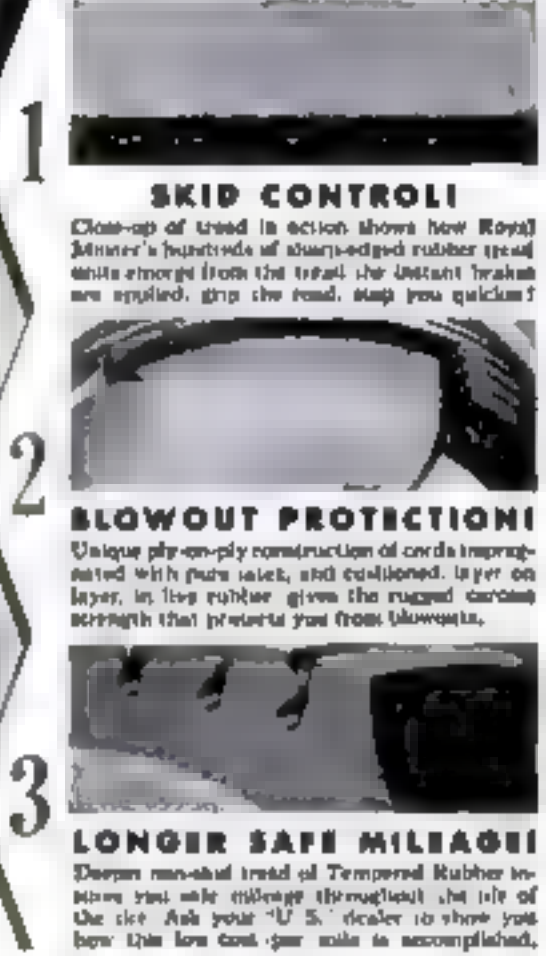


UNITED STATES RUBBER COMPANY

U. S. Tire Dealers Corporation

Rockefeller Center, New York

Reprint of Advertisement



1 SKID CONTROL
Close-up of tread in action shows how Royal Master's hundreds of sharp-edged rubber tread units emerge from the tread the instant brakes are applied, grip the road, stop you quickly!

2 BLOWOUT PROTECTION!
Unique ply-empy construction of cords impregnated with pure latex, and cushioned, layer on layer, in live rubber gives the rugged carcass strength that prevents you from blowouts.

3 LONGER SAFE MILEAGE!
Deeper non-skid tread of Tempered Rubber insures you safe mileage throughout the life of the tire. Ask your "U. S." dealer to show you how this low cost-per mile is accomplished.

RUBBER BRINGS A NEW ERA IN REST AND RELAXATION

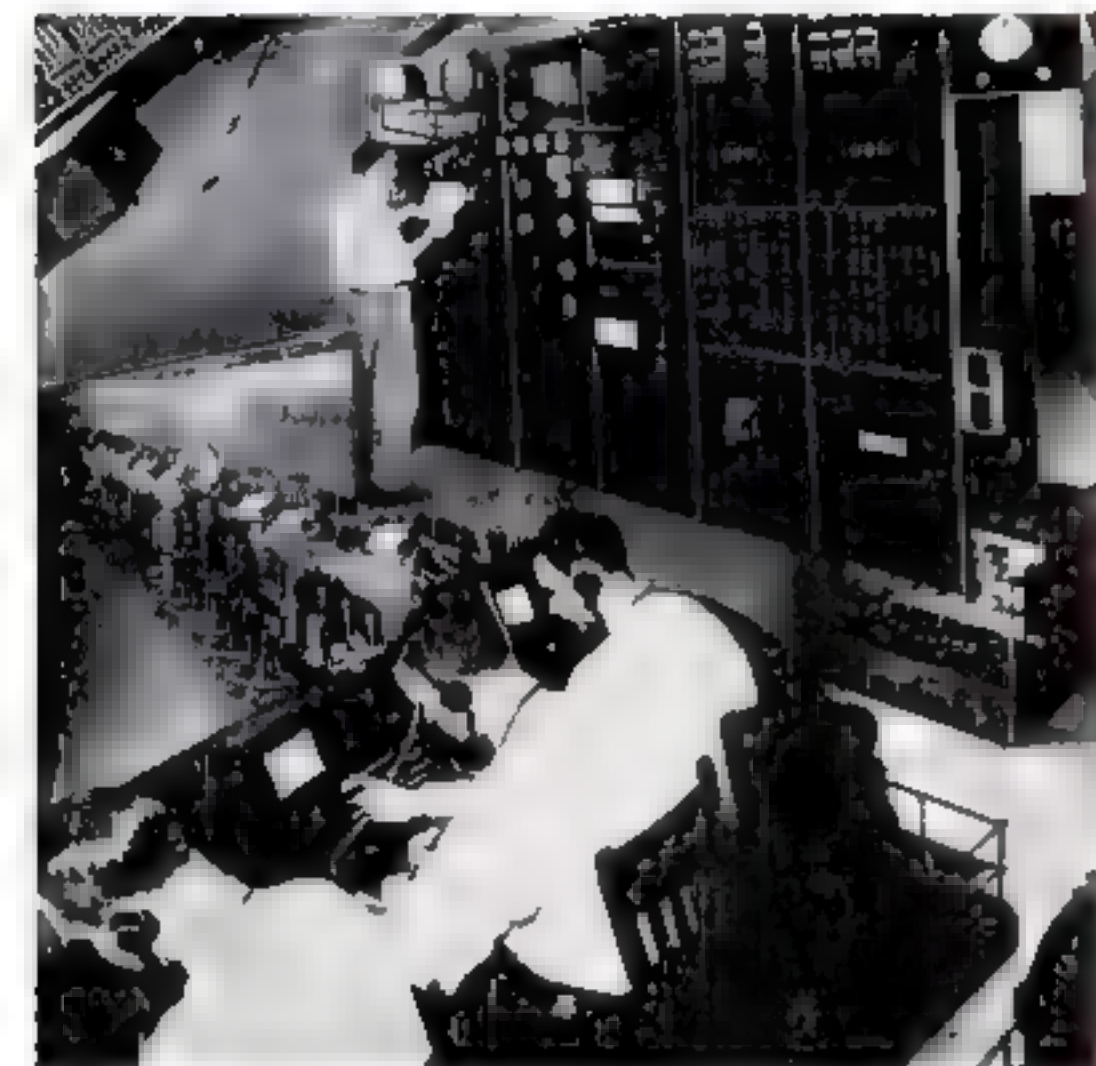


In use for years in homes, private automobiles, buses, train and plane sleepers and hospitals, U. S. Royal Foam mattresses and furniture cushioning have clearly demonstrated their superiority over every other type. Made of pure liquid latex that has been whipped to a froth and set that way, there's nothing like them for "floating" comfort.

Because U. S. Royal Foam mattresses and cushions are completely porous, they're air-cooled and air cleaned by every body motion. And thus amazing rubber cushioning is more economical, too! No padding to lump, no springs to sag, moth-proof and vermin-proof. It gives you many more years of perfect comfort and support.

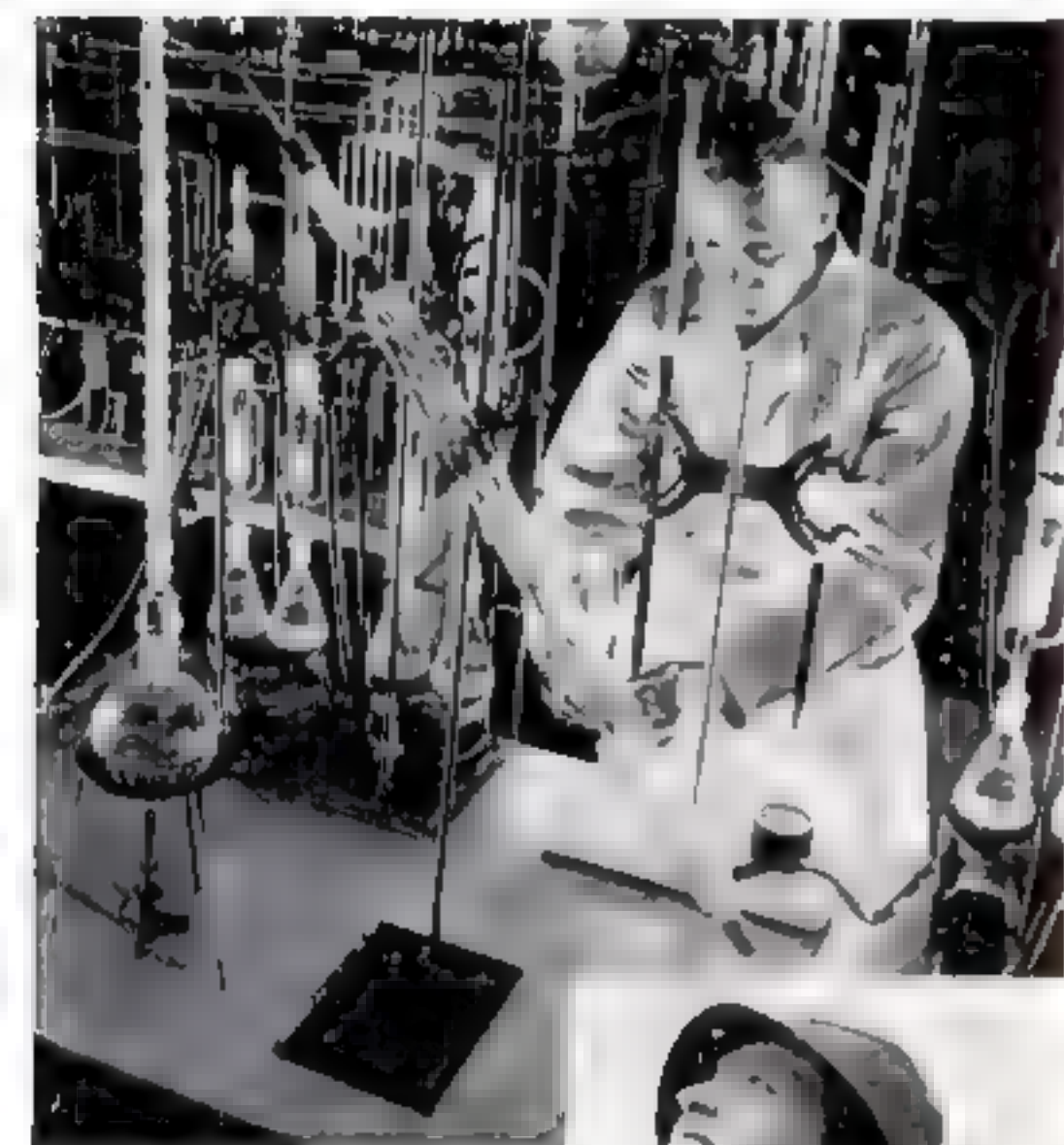
UNITED STATES R

ETTER



Rubber and Communication... without rubber the modern miracles of telegraph, telephone, radio and television could never have reached their current state of perfection. Electrical power could not reach your home in safety. Electrical wires and cables and electrical equipment depend upon rubber for its insulating properties and flexibility—"U. S." Rubber is a leader in the production of electrical wires and cables.

SYNTHETIC RUBBER FOR SPECIAL USES



In U. S. Rubber's laboratories various types of synthetic rubber for different uses are "blended" and "alloyed" like finest steels to produce articles tailor-made to fit special technical, industrial, or domestic requirements. Though new to most people, synthetic rubber is an old story to "U. S." where many years of development work in synthetics have produced, among other things, acid and grease-resistant work clothes of "Synthal" (illustrated at right), a 100% Synthetic.



FOR NEARLY A CENTURY the United States Rubber Company has been dedicated to one basic purpose—and that is to *make rubber serve you better*. That purpose is the guiding spirit of U. S. Rubber Research... and research has always been the specialty of this world-famous company.

To U. S. Research belongs, for example, the credit for a thousand and one things of rubber that make industry more efficient, science more capable, homes more comfortable... and life more enjoyable.

You may depend on the United States Rubber Company and its widespread organization of nearly 200,000 workers, dealers and dealer employees to keep on improving present "U. S." products, finding new products, trying in every possible way to make rubber serve you better.

UNITED STATES RUBBER COMPANY
Presents in
Gaytees Stormy Weather Shop
for 1940

Gaytees Overboot
Fur-lined Gaytees
Swagger Gaytees
Sole-sole Gaytees
Gaytees Comforta-Boot
Gaytees Resistor Kwik-Buy

Gaytees

From field trials in hunt halls, country roads has claims not to be dimmed by rough weather for the belles who heed the costume suggestions in the Gaytees Stormy Weather Shop. They carry on as usual through rain and snow with the flattery of suitable Gaytees. Ask your favorite store to show you the styles it has in stock.

United States Rubber Company
Rockefeller Center - New York

Reprint of Advertisement

UBBER

COMPANY



"YEOW! WHAT A NIGHTMARE!"

HE: I dreamed a big lumber saw was cutting me in two!

SHE: That was no nightmare—that was your pajamas! They've shrunk to a ten-year-old child couldn't wear them!

HE: From now on, to help me, it's nightshirts or nothing!

SHE: Or Sanforized-Shrunk pajamas!

HE: Is-nay on that! I tried some of those so-called "pre-shrunk" pajamas once—and they acted worse than these.

SHE: Who said anything about "pre-shrunk"? I'm talking about Sanforized Shrunk, and that's different!

HE: Yeah—same old fairy tale.

SHE: No siree! I've got the facts to back me up—printed right

on the tag. It says Sanforizing takes all the shrinkage out of a fabric, down to a teeny little 1%, by standard tests. And if you think that isn't something, just try a pair of Sanforized pajamas once.

HE: Try and get 'em, you mean.

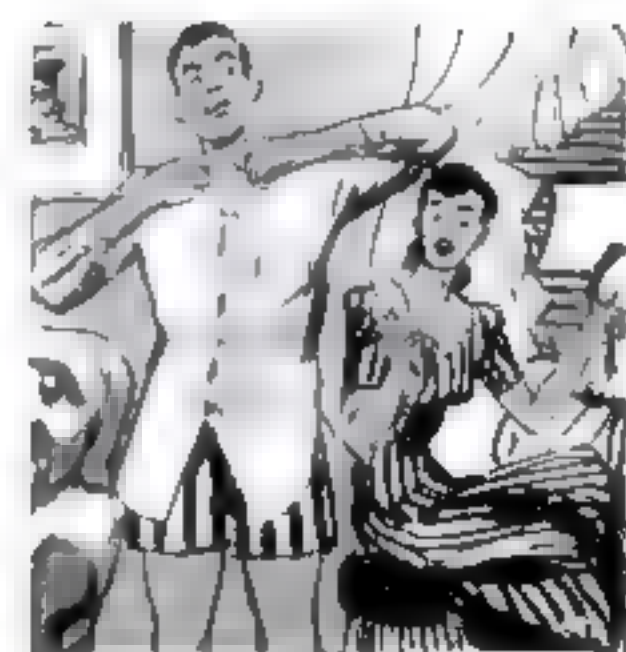
SHE: Pooh! That's easy! Most stores carry Sanforized Shrunk pajamas now—and shorts, too. For not a cent more than you pay.

HE: Well, if you know all that—why don't you get me some?

SHE: Darling, I did! I was saving them for your birthday—but I'll get 'em out this minute. I'll bet you'll sleep like a baby in those Sanforized pretties I picked out!

THEN CAME THE MORNING—

**"FIRST NO SLEEP
...AND NOW THIS!"**



HE: Late for work—and not a decent fitting shirt in the place!

SHE: Now, don't lose your temper—



HE: If you're so smart about Sanforized pajamas and shorts, why can't you get me some shirts that won't shrink like a batch of violets?

SHE: You wait—I've got another birthday surprise—



HE: Ah-h! How did you ever find a Sanforized-Shrunk shirt in the very style I like?

SHE: Simple! Stores carry Sanforized-Shrunk shirts in almost any make or style—all the way from expensive shirts down to everyday ones.



SHE: And here's something else! Sanforizing will end shrinking troubles in anything made of cotton, linen, or spun rayon—women's dresses, children's clothes, utility uniforms, slacks and work clothes, slip covers and drapery materials. Look for the label and be safe!

FOR PERMANENT FIT... LOOK FOR THE WORDS... **SANFORIZED-SHRUNK**

CONTENTS

THE U. S. NAVY

Life Goes into Battle With the Fleet	23
Nurses Accompany Fleet to Sea	43
Seapower: Weapon of Freedom, By Walter Lippmann	44
Famous Paintings Trace History of the Navy	46
U. S. S. "Constellation" is Navy's Oldest Ship	52
The Naval War College	59
U. S. Naval Air Arm is World's Best	70
300,000 New Sailors Will Make the Navy Their Career	89
Bases Keep the Fleet Afloat	92
Factories Rush Production of Armor Plate	94
Admiral Mahan Invented the Modern Navy	95
Tattoos Cover Acres of Sailor Skin	98
Navy Humor is Slang and Legend	99

THE WEEK'S EVENTS

LIFE on the Newsfronts of the World	104
C-in-C. of the U. S. N. Inspects Homeland Armor	105
Willkie Turns Campaign Tide	106
Hiram Johnson vs. the Third Term	107

THEATER

"Penoma Mattie"	67
-----------------	----

MODERN LIVING

Fashion Designers Find New Style Ideas in Navy	33
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OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Sailors' Album	12
From LIFE's Correspondents	14
LIFE's Pictures: An Index	17
LIFE Gives a Party For Lana Turner and the Navy	122
Pictures to the Editors	128

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LIFE'S COVER. A U. S. sailor appears on this week's cover because this issue of LIFE is almost entirely devoted to the U. S. Navy. This sailorboy is 18-year-old Joseph John Tinpani of Cranston, R. I. Like thousands of young Americans he is giving the next few years of his life to service in the Navy. Young Tinpani enlisted in August for a six-year term. Now an apprentice seaman stationed at Newport, R. I., he becomes a full-fledged seaman in December. In a few weeks he will transfer to the Naval Air Station at Norfolk, Va., there to become a machinist's mate in the Navy's expanding air force.

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Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois

LIFE is published weekly by Time Inc.—Editorial and Advertising offices: TIME & LIFE Building, Rockefeller Center, New York City—Henry R. Luce, Chairman, Roy E. Larsen, President, Charles L. Stillman, Treasurer, David W. Brumbaugh, Secretary

SUBSCRIPTION RATES: One year: \$4.50 in the U. S. A.; \$5.50 (Canadian dollars) in Canada including duty; \$6.00 in Pan American Union, elsewhere: \$10. Single copies in the U. S. A., 10¢; Canada, 12¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢



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Of love and a Haddock Fillet



1. I'm from Minnesota. And my idea of heaven used to be a nice, buttery fry of Northern pike. But this vacation we visited relatives in Boston and I got my first taste of ocean fish. Boy, what a difference! I was lovesick over it all the way home . . . moaning about how we can't buy ocean fish anywhere near so fresh-tasting. That riled Pearl . . .



2. And one night she shoves this heaping plate of haddock in front of me! There it was . . . white, flaky and paned a toasty-brown around the edges. It looked ocean-fresh . . . and, so help me, it was ocean-fresh!!! I couldn't dope it out, us living 1,000 miles from the sea.



3. Pearl must have read my mind. "It's real, ocean-fresh haddock, all right!" she said. "They're Birds Eye Quick-Frozen Haddock Fillets . . . the plumppest, tenderest haddock the boats bring into port! They're Quick-Frozen . . . only 4 hours after the boats come in!"



4. "And, believe me, Mister!" she went on, "Birds Eye keeps them fresh! You see, Quick-Freezing seals in all their just-out-of-the-ocean flavor . . . and holds it in till the haddock get out here to us. You can't buy fresher, better-tasting haddock in Boston!"

5. "Maybe not," I admitted. "But in Boston, we could afford 'em!" Pearl glared. "Birds Eye Haddock cost less wherever you live! They're already trimmed, boned, and washed! It takes 3 lbs. of whole haddock to equal a 1-lb. package of already trimmed Birds Eye!"



6. "And," she said, "I don't have the scraping, hacking, and cutting I do with ordinary fish. There's never any waste to Birds Eye Haddock Fillets . . . or to any Birds Eye Foods, for that matter!" She didn't need to say more. We've been on a Birds Eye budget from that day on!



7. Where can you buy these wonderful foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it, can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in Quick-Frozen Foods. Therefore, be sure you look for the Birds Eye in the window, and the Birds Eye on the package.

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LONESOME SAILOR ON CORAL BEACH OF HAWAIIANS' MAUI ISLAND LOOKS AT LINE OF LIGHT CRUISERS AND DESTROYERS IN LAHAINA ROADS FLEET ANCHORAGE

THE NAVY

LIFE GOES INTO ACTION WITH THE U. S. FLEET

Most of the twelve billion dollars the American people are now spending for defense is still in the blueprint stage. But there is one asset they can see now. That is the U. S. Navy. Strangely, during most of the past 20 years Americans had all but forgotten that they had a Navy. It was little more than a newsreel of battlewagons slapping through arcs of spray, of sailors swabbing decks. It seemed a luxury, the useless show-piece of a rich democracy, a boast directed at nobody but ourselves. But the Navy itself had not forgotten what seapower means. Today, when it is suddenly a vital concern to every American, this one huge weapon is magnificently "on hand."

The U. S. Navy is good. It is the great fighting creation of a people whose genius is not warlike but mechanical. At this moment it is not fully prepared for war. It is 15% undermanned. Its anti-aircraft defenses are not up to scratch. It is strictly a one-ocean navy. It certainly cannot take on the world. It has the faults and strengths of a navy built for the offensive, trained for fleet action, with slow, heavy battleships. But it is perhaps the greatest concentration of mechanical marvels and human skills ever assembled under one command.

To show itself to the American people, the U. S. Navy has co-operated with LIFE in this issue. LIFE photographers and reporters examined naval schools, ammunition depots, bases, destroyers, battleships, the War College, etc. Finally a LIFE crew sailed on the U. S. Fleet maneuvers last month off Pearl Harbor in mid-Pacific.

Out of the pictures they brought back, LIFE in the following pages invents a battle, a hypothetical battle against a hypothetical enemy who has not as yet identified himself to the U. S. This battle is a purely

arbitrary invention, not bearing the O. K. of the U. S. Navy. It uses the U. S. naval strength, however, as the Navy will use it—in a single unit, the fighting mass called the U. S. Fleet.

Since last April the Fleet has been standing lonely sentinel in mid-Pacific, off the Hawaiian Islands. There it is on constant alert. Planes scout all the surrounding waters by day and at night destroyers with loaded depth-charge racks keep constant patrol, listening underwater for submarines. To avoid bunching the ships, most of the Fleet generally anchors in Lahaina Roads. The Navy is now working at top speed to turn Pearl Harbor into a first-class base like Britain's Singapore or Malta. With one drydock finished, it is building two more and has towed a floating drydock from New Orleans. It is putting oil storage tanks underground (against bombing), raising machine shops and hangars and planning to lay submarine nets. Meanwhile it is preparing advanced air bases yet further distant, at Palmyra, Johnson and Midway Islands.

On page 28 LIFE begins its imaginary battle aboard the U. S. Fleet. But first the next four pages offer a quick look at what the U. S. Navy has to fight with and how men live aboard these fighting ships.

A CLOSE-UP OF THE U. S. NAVY

LIFE has devoted most of this issue to a pictorial Close-up of the U. S. Navy. LIFE on the Newsstands of the World and four pages of the week's newspaper begin on page 104.



THE BATTLESHIP IS THE GREAT HITTING MIGHT OF THE MODERN FLEET. EVERYTHING ELSE IS BUILT AROUND IT, PROTECTS IT, SCOUTS FOR IT. THIS IS THE "MISSISSIPPI."



The battleship is a squat, steel-structured float to carry and protect the Fleet's big guns. (Twelve 14-inchers on the *Idaho*.)



The cruiser is the slim, fast scout and raider of the fleet. *Bow* is armed with six fast-firing 6-in. guns.



The aircraft carrier is a floating air field, very fast and high and stable. The carrier's planes (79 on the *Saratoga*) can cover a 300-m. circle.



ONE OF THE U. S. NAVY'S THREE MOST MODERNIZED. IT IS A 33,000-TON SLOW-MOVING FORTRESS TO CARRY BIG GUNS UP TO THE ENEMY AND DEMOLISH HIM ON HIS BATTLE LINE

THE FLEET IS TOTAL HITTING MIGHT OF NAVY



If the U. S. has to fight a naval battle within the next year, the Fleet that fights it will draw from 12 battleships, 6 aircraft carriers, 18 heavy cruisers (8 in guns), 19 light cruisers (6 in guns), 75 old destroyers, upward of 80 modern destroyers and 40 long-range submarines. Deduct something for ships on convoy and raiding duties elsewhere, in drydock for refit, and ships hit by enemy submarines or bombers in the opening stages of the war. The net total will be the U. S. Fleet, whose job is to find and destroy the enemy fleet.

This is a tremendous force. To the British and Japanese fleets it compares roughly in a ratio of 5-3-4. With fewer but mightier ships, it could probably lick the British in a line of battle but might lose to them in a scattered war of blockade and skirmish. Comparison with Japan is more pertinent. Battleships of the U. S. Fleet are slower than the Japanese but more heavily armored and farther-cruising. Its aircraft carriers are about three times as efficient. Its light cruisers far out-gun the Japanese, its destroyers are faster and bigger.

This U. S. Fleet is divided into a Scouting Force of

heavy cruisers, destroyers, submarines and planes, which finds the enemy, and a Battle Force of everything, which fights him. The great hitting power is the battleships, which can sink anything they find in 15 minutes unless they are sunk first. Theoretically, they can keep on hurling their eight tons of TNT and steel, three salvos a minute, even after several fire-control positions have been shot away. The U. S. Navy has complete faith in the battleship.

In battle, heavy cruisers have the job of finding the enemy, light cruisers that of stopping enemy destroyer raids. The destroyers (see 412 at left) throw torpedoes at the enemy's heavy ships, find enemy submarines, screen the whole Fleet.

Besides ships the Fleet has planes to find the enemy, bomb him, chase his planes from the air and observe the fire of their own battleships. And beyond strictly fighting machines, the Fleet is a completely self-contained unit. It has its own hospital ship, repair ship, fast oil tankers, submarine tenders. It even has its own expeditionary streamlined Army, the Marines.

THE NAVY (continued)



FROM AFTER TURRETS OF THE 33,400 TON "IDAHO" JUT SIX OF HER TWELVE 14-IN. GUNS

EVERY BATTLESHIP IS A CITY OF 1,200 SAILORS



CAPTAIN MCKINNEY

A battleship is a fort afloat, designed to carry gigantic guns and deliver their fire against the enemy. Everything else aboard must contribute to that terrible efficiency. The armor plate and steel blisters must protect those guns. The great turbines must maneuver them by driving the ship. The intricate machinery of the turrets must aim and fire them.

Last of all, in the thinking of naval designers, come the 1,200 officers and men who sail the ship. Their ultimate purpose also is to fire the guns. But in between firings, for as long a time as ten years, they must live aboard their fortress. It is their only home. And in spite of narrow passageways and tiny cluttered rooms, they make it a good home. In fact as these pictures, mostly taken aboard the *Idaho*, show, the men are so proud of their ship that they turn it into a real small city. They run ship's services to provide barbershops, soda fountains, tailor shops and souvenir stores. With the money they make they buy movie equipment, radios, all kinds of gadgets, so that their ship will be more comfortable and luxurious than any other ship in the fleet.

Supreme monarch of a battleship is the captain—on the *Idaho*, Captain Stephen Booth McKinney. Boss of a \$70,000,000 corporation and manager of a city of 1,200, he runs the ship in peace and fights it in war. Navy tradition condemns him to loneliness, often a hard fate for gregarious men. To avoid favoritism, he is careful about inviting other officers to eat or visit with him. He has his own private deck on the starboard side of the quarterdeck. When the ship is in formation he seldom leaves the bridge.

Aboard the *Idaho* or any other battleship, only the captain and the admiral (if one happens to be aboard directing fleet maneuvers) have any privacy. The men, whether they be sailors or marines, must learn to eat together, dress together, stow their hammocks and cots together, play or fight together. But in spite of such communal living, no place in the world is cleaner than a battleship. The Navy makes each man and each small group of men responsible for a particular piece of ship's equipment. The plan works perfectly because each sailor comes to feel that a turret or a bridge or the captain's gig belongs to him alone. He will then make sure that it is clean and in good shape. Sometimes this sense of proprietorship even goes so far as a man moving his hammock from regular quarters up into his turret or up into the captain's gig, there spending the night.

Discipline is real, but informal compared to an Army camp. Everything aboard ship moves at the sound of a bugle. It starts the day with a sharp staccato at 5:30. It ends the day with taps at 9. In between times sailors have scrubbed decks and shined brightwork, had gun drill and engineering classes, gone to dentists and barbers, eaten three big meals, bought sodas and ice cream, read a paper, written and mailed letters. Before bedtime they have seen a movie and perhaps, from lantern slides flashed on the screen, sung the choruses of old songs which sailors always have loved.



Officers keep in shape by playing a fast game of deck tennis on the port side of the quarterdeck. The enlisted men get their exercise from running drill every morning at 9.



Classes are held for the enlisted men from 1:15 to 2:30. Some of the sailors get instruction in seamanship, others in mechanical engineering, navigation or naval regulations.



The captain eats alone in his elaborate cabin, served only by a Filipino mess boy.



The captain walks alone on quarterdeck, opposite where officers play deck tennis.



Movies straight from Hollywood are shown at night on the afterdecks of battleships, cruisers and even destroyers. When ships meet at sea, they like to exchange movies.



From the bakeshop come as many as 190 pies and 240 loaves of bread daily. Bakers are enlisted men, trained by Navy to cook.



Coffeepots and messcooks are inspected daily. A requisition of twelve cups a day for every man keeps the percolators bubbling.



Soda fountain serves ice cream. Prices are low and the profits buy movie and sports equipment for the men.



A haircut aboard ship costs enlisted men 15¢ and officers 25¢. By Navy regulation, to that sum may be more than 2 inches long.



The recreation room has plenty of writing tables and a library. Signs remind the men to let their families know how they are.



In officers' wardroom dominoes, bridge, army derby are most popular. This is aboard the *Indiana*.



Admiral Fairfield is in charge of battleship division but is not commanding officer of *Idaho*.



Officers have hobbies at which they work in off hours. Here Ensign Turk makes model plane.



Linotype, part of ship's regular equipment, sets type for ship's paper. The chaplain is editor.



Letters are posted in one of several boxes scattered about the ship.



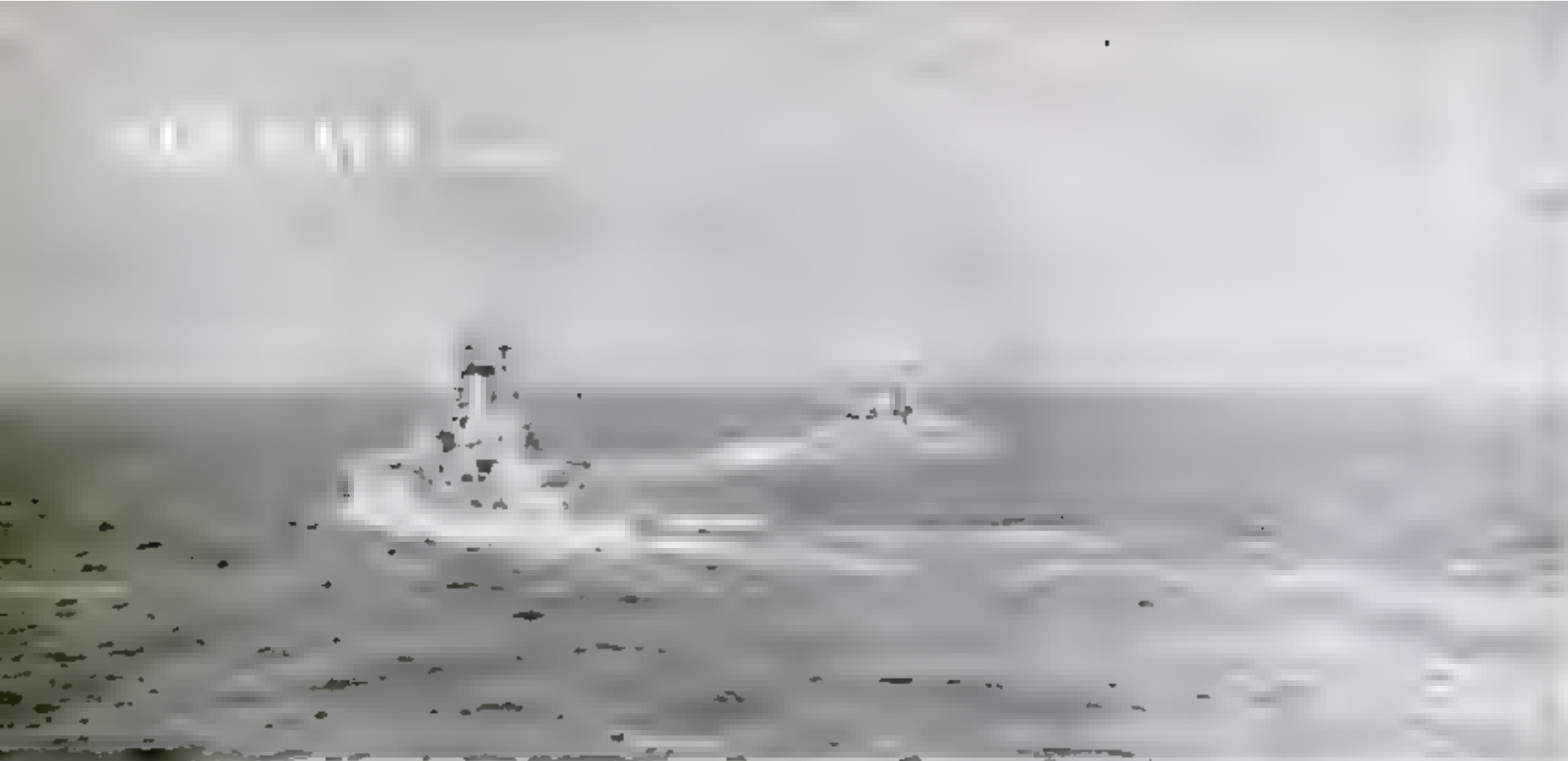
The men's rations are sampled by junior officer of the watch. If he doesn't think them good, he reports it to commanding officer.



A marine stows everything in his locker except his heavy clothing. Here he puts caps, towels, toilet articles, pictures of his girl.



Hammocks are used by many of the enlisted men. Usually the oldtimers are allowed to sleep in cots.



THE ENEMY IS SIGHTED OFF RIGHT. SWIFTLY THE BATTLESHIPS "NEW MEXICO" AND "ARIZONA" CHANGE DIRECTION



WHEELING INTO NEW POSITION OF LINE ABREAST, BATTLESHIPS

FLEET STRIPS FOR THE FIGHT

Now we are in mid-Pacific, steaming west. The enemy has been found. The vast 20-mile circle of the Fleet shifts its axis toward the enemy, the destroyers racing across the outer circumference at high speed while the battleships forge ahead until the whole Fleet is in approach positions. The Commander in Chief decides that when battle is

joined the enemy will probably turn south. Hence he sends the mass of his destroyers and light cruisers off left to snare the enemy's destroyer attack. But to be safe he keeps some destroyers and light cruisers in his center. He himself stays on the bridge of his flagship. The flagship's captain, like the captains of all the battleships, is in the conning tower,



Before leaving anchorage at Lahaina Roads, orders are given to the Scouting Force's Admiral Andrews (right) by Chief of Staff Taffinder (center), on board the aircraft carrier *Enterprise* for final conference. The Scouting Force, consisting of heavy cruisers and patrol bombers, must find the enemy, drive back his protective screen and obtain information.

enterprise for final conference. The Scouting Force, consisting of heavy cruisers and patrol bombers, must find the enemy, drive back his protective screen and obtain information.



MOVE SLOWLY WHILE OTHER SHIPS SPEED INTO POSITION **BATTLESHIPS HEAD DIRECTLY TOWARD THE ENEMY OVER THE HORIZON, READY TO FORM LINE OF BATTLE EITHER WAY**

where he fights the ship from behind 16 in. of steel.

Big young ensigns who have just finished playing football at Annapolis squirm into the turrets. Their crews test bells, buzzers, telephones, get powder bugs up to the upper handling rooms. The wrestler gun crews who handle the 1,400- and 2,100-lb. shells strip to the waist. The boiler crews work up to full load. The

crew moves quietly and rapidly, closing water-tight doors and hatches, removing all light bulbs, securing everything movable or throwing it overboard. For wood splinters are more dangerous than steel.

The whole ship's interior is plunged into darkness, save for the dismal blue battle lights. Only deep in stations like the plotting room, which is crowded

with gyros, data computers, target trackers and gunnery mathematicians, is there brilliant light. The seamen who are ordinarily cooks or barbers take up stations to fight fires and clear wreckage. Every part of the ship is isolated from every other part. In the faint blue light the chaplain stumbles down to the After Dressing Station to await the wounded.



Catapult planes, three to a battleship, are shot off to spot submarines and report accuracy of U. S. Fleet's fire. Some 400 planes from carriers have already fought and bombed enemy



"All hands to general quarters!" cries boatswain's mate over the ship's public-address system, and blows his pipe. Bugle has sounded. General alarm bell clangs slowly and ominously.



Ready for action, railings are folded level with the deck so that the guns can train freely. Lifelines (foreground) are rigged and everything aboard ship is battened down for battle.



Against splitting shock of gunfire, the light bulbs are taken out, the silver, cabinet doors, chairs, tables laid on the floor. In real battle the sofa and all but silver would go overboard.



The enemy destroyer crew has a 87,500, 2,000-hp torpedo engine. The engine proves so big they will have to load and are only able to save of 100 torpedoes in the

On track. A fully 100 sailors along a line of the new destroyer. The all leaders of the U.S. Navy but for the purpose of this report they represent the enemy.



"Talkers" on the enemy bridge. (center) rely commander's orders by ship telephone to director stations, anti-aircraft machine guns, lockers, torpedo directors and range find-

ers. His phones crack them to hear answers above the crash of the destroyer's eight 5-in. guns, a formidable armament. Below, four enemy torpedoes are aimed in tubes.



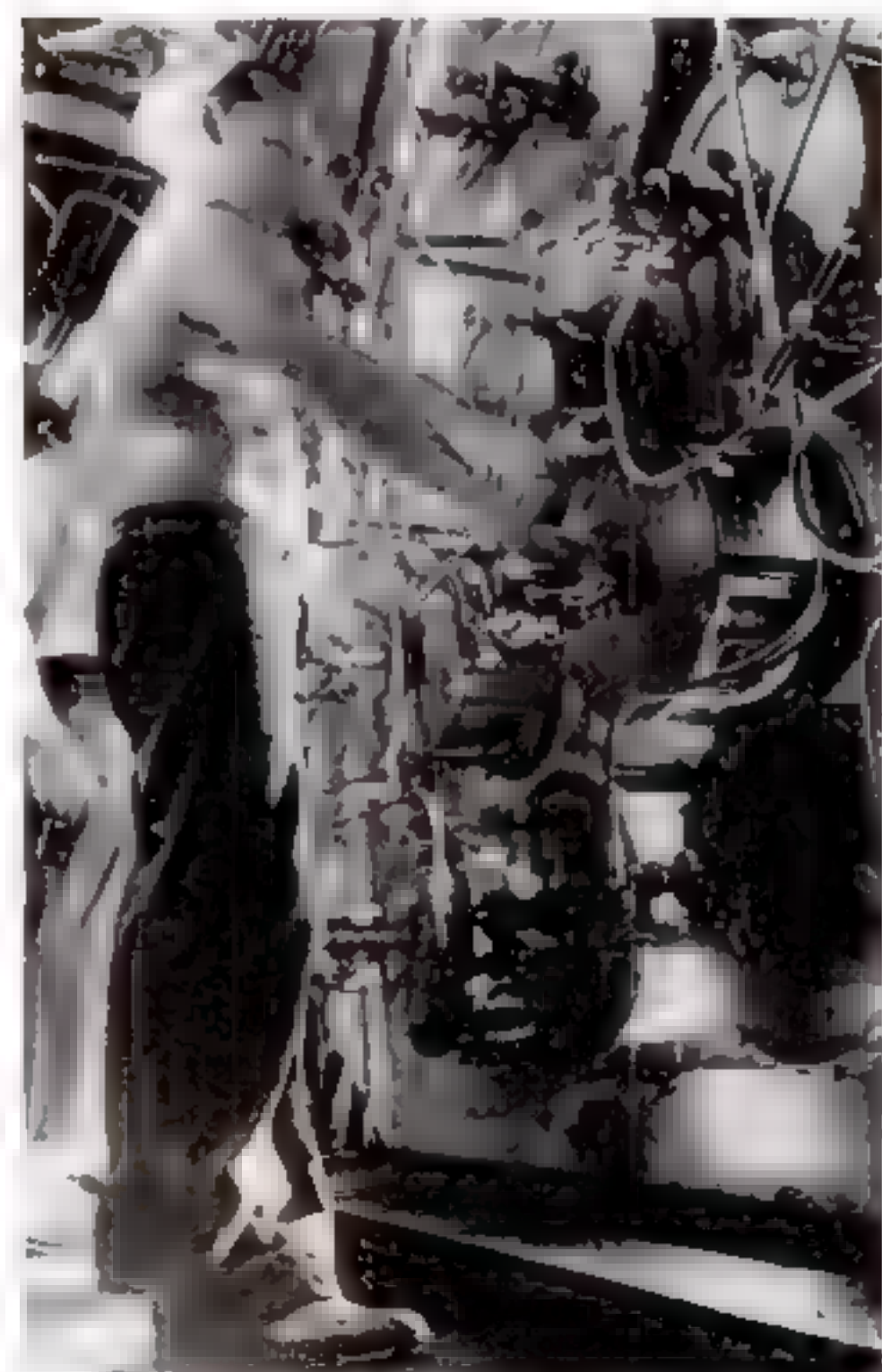
ENEMY ATTACKS BY DESTROYERS

The two great fleets are converging in two long lines of battle nearly parallel. The U. S. Fleet is trying to close with its heavier and slower battleships. At this breathless moment the enemy commander in chief, relying on his faster battleships, tries to slow down the U. S. battle line so that he can cross in front, thus performing the classic naval feat of crossing an enemy's T. This would bring him into position to demolish the lead ships with his whole fire-power. The trick he uses is a destroyer attack.

First he sends two divisions of destroyers (eight) wheeling back, spouting a thick black smoke screen (top, right). Behind this screen is the rest of the flotilla of 36 destroyers and, supporting them at far right, the enemy's light cruisers. Suddenly the whole racing, weaving, interlacing mass of destroyers rips out through the smoke, heading for the U. S. battleships. American destroyers rush out to meet them. Enemy light cruisers pound the American destroyers. American heavy cruisers pound the enemy light cruisers. But the heroes of the U. S. defense are the U. S. light cruisers. Their terrible fire decimates the enemy destroyer flotilla, covering the sea with shattered, wallowing, sinking hulks.

But some get through, the surviving three of an enemy destroyer division (right, center), their guns trained, their torpedoes ready. At three miles from the U. S. battle line, they wheel broadside (bottom, right) and each launches its salvo of eight torpedoes. The big U. S. battleships turn, not away from but toward the enemy, to let the dangerous torpedoes slip past harmlessly. The attack has been shattered, the enemy's destroyer screen broken up. The moment is now ripe to launch a U. S. destroyer and cruiser attack. The battle is drawing close to the loud and final word of the battleships.

(In all pictures on this page we are aboard an enemy destroyer. In top and center pictures on opposite page we are back with the U. S. Fleet watching the attack.)



Fireman tends boilers of destroyer's tremendous engines. If boilers are hit in battle, crews are parboiled in live steam.



CONTINUED ON NEXT PAGE

THE NAVY



ARMY OF THE NAVY U.S. MACHINE GUN



ENEMY TORPEDO BOMBERS HERE ACTING AS ORDINARY LEVEL BOMBERS. ADVANCE IN FORMATION TO ATTACK THE U. S. FLEET PROTECTING FIGHTERS ARE BEHIND AND ABOVE

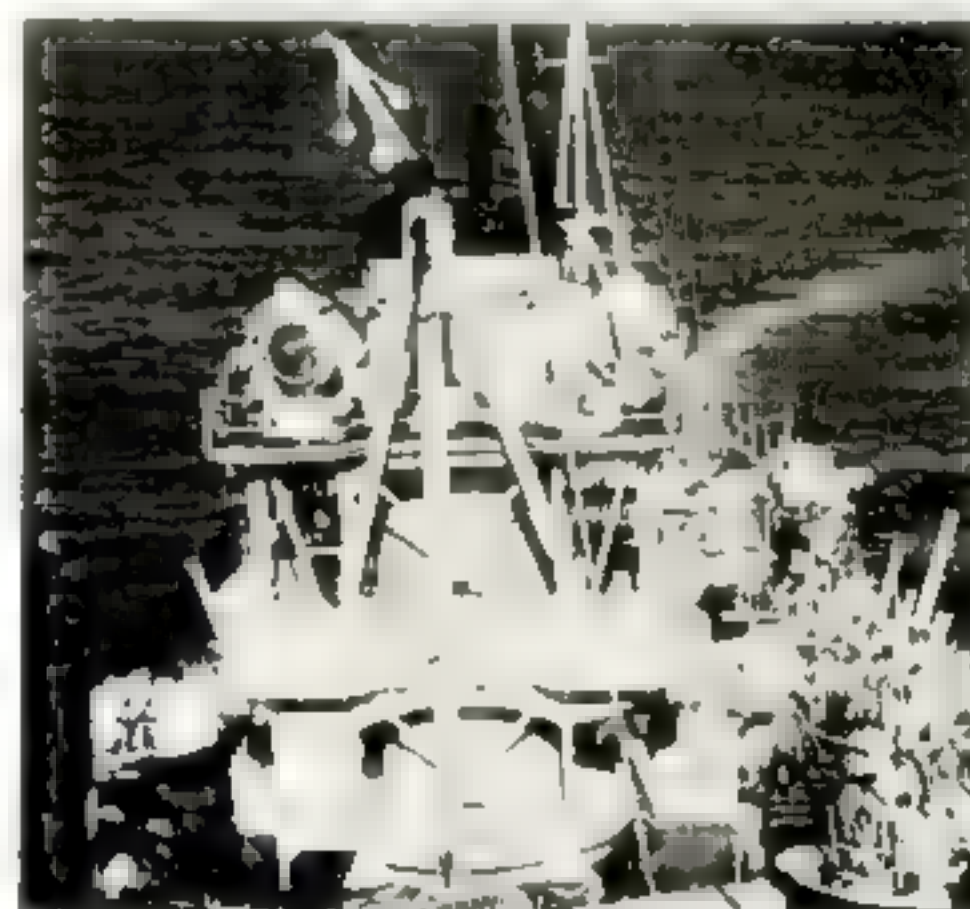
ENEMY PLANES ATTACK U. S. LINE

The blow to the enemy's destroyer screen was made him desperate. Already he sees the writing on the wall that may spell defeat. He still has an aircraft carrier with four squadrons of 72 planes, including torpedo and dive bombers and fighters. All during early stages of the battle on the water, an interlocking battle was raging in the air and the U. S. got the best of it. But now the enemy throws these 72 planes into a last gamble to hurt the capital ships of the Fleet.

One squadron of bombers, protected by a squadron of fighters, comes over with heavy bombs. The U. S. fighters engage them but some get through to make a few unimportant hits. A squadron of dive bombers, roaring down from 8,000 ft., runs into a blast of machine-gun fire from the whole Fleet's anti-

aircraft batteries (see opposite page) but gets two good hits on a battleship's stern.

Finally a squadron of torpedo bombers races in, leading it are two "smokers" which cut through the formidable screen of cruisers and destroyers and lay a smoke screen to protect the torpedo bombers. Attacking 20 ft. above the sea, one torpedo plane crashes into the solid column of water raised by a battleship firing shells into the sea ahead of it. Suddenly the torpedo bombers flash out of the smoke two miles away, get a line on the battleships and drop their torpedoes into the water. The battle line of the U. S. Fleet wheels to avoid them but a battleship and a destroyer get hard hit. Not one of the enemy planes gets away, but they have done substantial damage.



CRUISER MANS 5-IN. ANTI-AIRCRAFT GUNS (RIGHT)

HEAVY CRUISER "SALT LAKE CITY" ZIGZAGS RAPIDLY UNDER THE ENEMY BOMBERS, READY TO FIRE AT THE TORPEDO AND DIVE BOMBERS NOW HEADING FOR THE U. S. BATTLESHIPS





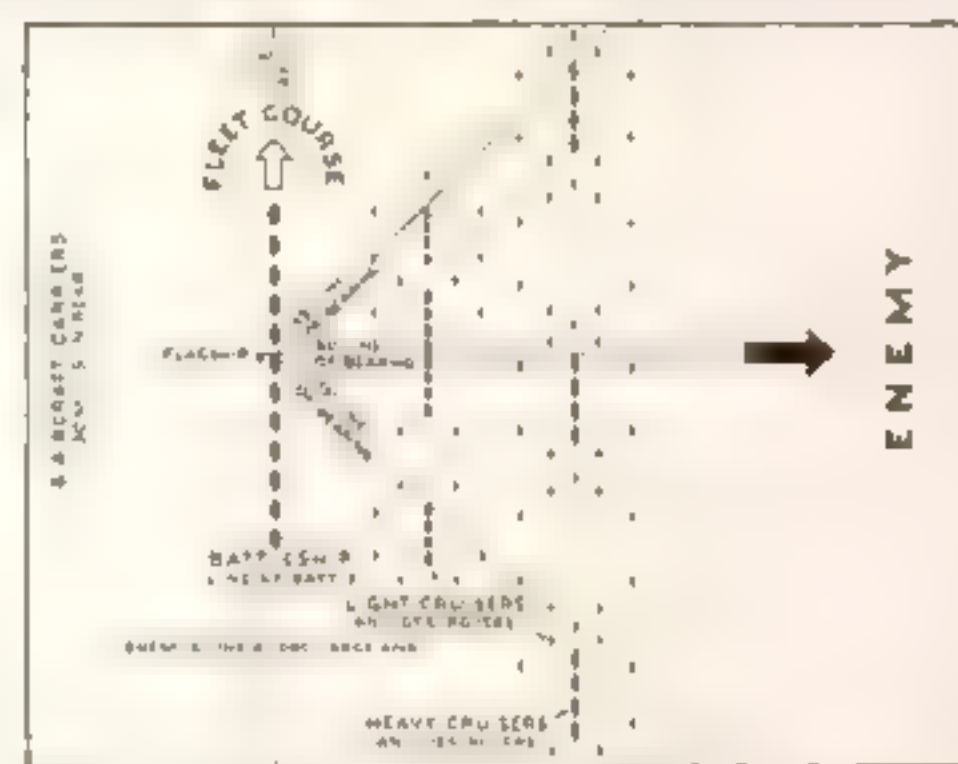
COMMANDER IN CHIEF RICHARDSON (POINTING) SPOTS HIS OPPORTUNITY FROM THE BRIDGE OF HIS FLAGSHIP, WHICH IN ANY BATTLE WOULD BE THE BATTLESHIP "PENNSYLVANIA"

FLEET TAKES FINAL POSITIONS

The faster enemy battleships have begun to draw ahead of the U. S. battle line, keeping out of range. To counter this, the U. S. Commander in Chief has sent out his whole van force of heavy and light cruisers to knock out the enemy's van of cruisers. With overwhelming force he has succeeded. He now throws a huge destroyer force at the enemy's battleships, flaying them with torpedoes and 5 in. shells. The enemy battle line slows down, turns off, breaks formation to avoid the torpedoes.

Now at last comes the moment when the Commander in Chief may win or lose a navy and a nation

in a half-hour. Now he must knock out the enemy's main battle line. He orders his fleet to take up final positions to protect the battleships which are about to engage. The heavy cruisers below are speeding ahead in the van shown in the upper right hand corner of the diagram at right. A vast screen of destroyers protects the battle line from further submarine and destroyer attack. Everything holds its bearing on the flagship in the center of the line-of-battle ships. The *Idaho's* twelve 14-in. guns (see opposite page) are trained on the enemy but not yet elevated. The big stuff is about to begin (turn the page).



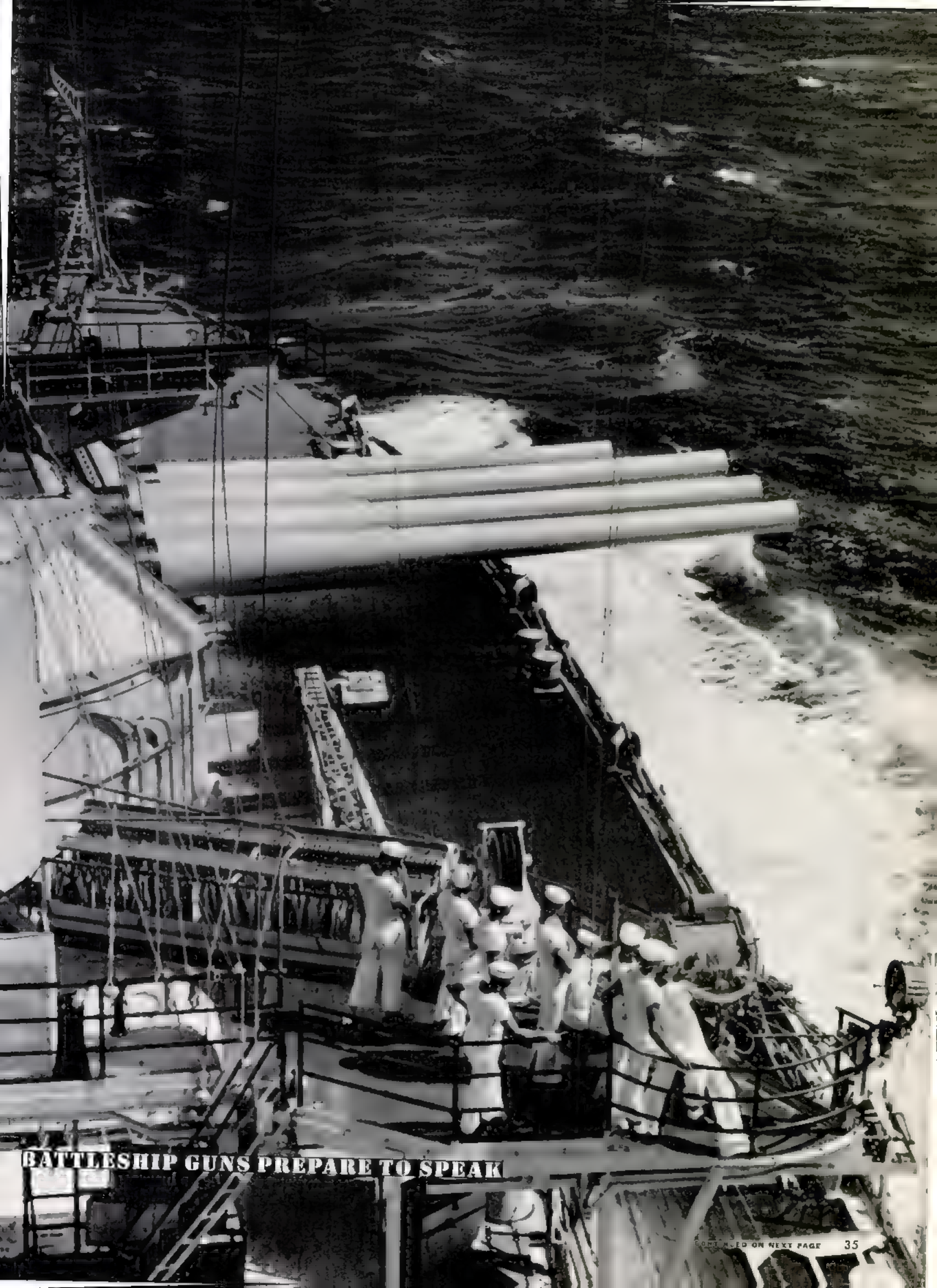
THE FINAL BATTLE POSITIONS OF THE U. S. FLEET

Out streak the cruisers *Indianapolis* (foreground), *Salt Lake City* and *Pensacola* to take up their final battle posi-

tions. During the approaching big duel both lines of battleships will fire over those cruisers and destroyers which

are lying between them. The cruisers will harry the enemy and attempt to land some shells on the enemy battleships





BATTLESHIP GUNS PREPARE TO SPEAK



ONE GUN OF THE "IDAHO'S" TWO THREE-GUN AFTER TURRETS HAS JUST FIRED. IT IS NOW RECOILING FROM FLAMING GAS CLOUD. MEN ARE AT SIGNAL SEARCHLIGHT

BOOM!



ELEVATED GUNS FIRE WHILE LOWERED GUNS ARE IN POSITION FOR LOADING. THE THREE GUNS IN A TURRET FIRE ALMOST SIMULTANEOUSLY IN BATTLE

Here is the moment for which all the rest is only preparation. The authoritative word is now spoken by the giant guns, the 14 and 16-inchers, of the battleships. In battle all four of the *Idaho's* three-gun turrets speak at once, twelve stunning blasts separated by infinitesimal intervals. Twelve spouts of red and yellow flame plume out against the blue sea. The whole ship shakes as though rammed, and slides sideways a little on the water, as the 120-ton guns recoil 6 ft. A minute later, 15 miles away, two tons of TNT and steel hit an enemy battleship. The Commander in Chief has now done all he can

do tactically. It is up to his gunners to sink the enemy before they themselves are sunk. In their tower over the bridge, high vantage point on the ship, the director crew glue their hairlines to the enemy ships of the line, constantly twirling their aiming wheels to keep "on" the enemy. Deep in the bowels of the ship, in the brilliantly lit plotting room, officers juggle the figures of range, course, speed, target angle. The Commander in Chief on his bridge watches grimly for crucial damage to his own ships, for enemy damage or flight, for a chance to make the kill.

All data is transferred electrically to dials in the

four gun turrets where other men with wheels swivel the turret and elevate the guns to a hairsbreadth. At the instant the ship is on an even keel and on the mark, a man in the director tower pulls a trigger and all the guns fire together. This calm, scientific action may suddenly be violently dislocated by an enemy hit on the battleship.

This titanic duel does not last more than half an hour. Finally the U. S. Fleet crosses ahead of the enemy line, sinks first his lead ships, then his center ships. Some of the others turn and run while the rest, disabled, strike their colors. The battle is done.



ABOARD THE HEAVY CRUISER "INDIANAPOLIS" SAILORS HURRIEDLY GIVE FIRST AID TO SAILOR WOUNDED BY A SMALL SHELL SPLINTER. EVERY SAILOR KNOWS HOW TO DO THIS

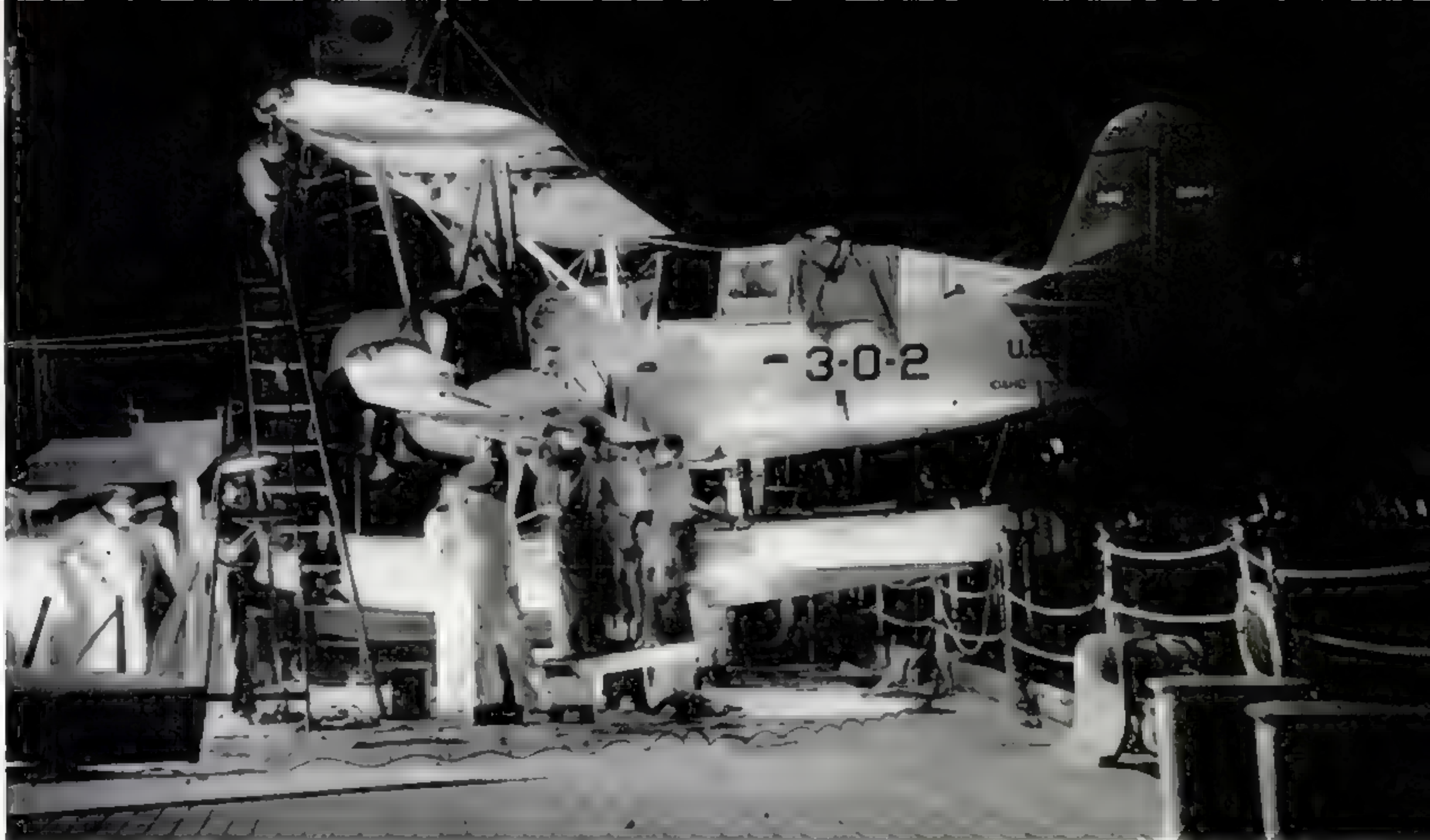
BATTERED FLEET TURNS HOMEWARD

As the boom of the big guns dies out, a mighty peace settles across the seas. Over the horizon wallows what is left of the enemy fleet. But the U. S. ships too, although victorious, are far from unharmed. The battleships are still afloat but some are severely damaged. Half a dozen cruisers and a score of destroyers are sunk or helpless. Everywhere floats wreckage.

Quickly, unharmed destroyers dash around, picking up drowning and injured men from funnels of rickety rafts and sinking ships. Hurriedly they transport them to the heavy cruisers, battleships and aircraft carriers, where doctors and chaplains await them in operating rooms *below*. Some of the most severely injured are rushed to the hospital ship which has

IN OPERATING ROOM FAR BELOW DECKS, MORTALLY WOUNDED SAILOR IS OPERATED ON BY THE SHIP'S DOCTORS. SLIGHTLY WOUNDED MEN ARE TAKEN TO A DRESSING STATION





AT NIGHT ON THE DECK OF THE "IDaho," MECHANICS REPAIR ONE OF THE SHIP'S THREE OBSERVATION PLANES.

IT HAS BEEN HIT BY ANTI-AIRCRAFT FIRE IN BATTLE

men left at the base. All who need it, including rescued enemy sailors, get medical attention.

Actually it would be very hard to estimate how many ships would be destroyed, how many men killed, in a battle such as the one described in the preceding pages. There have been few big naval battles in modern history. In each case, the chaos of sinking

ships and drowning men was colossal. In the battle of Jutland, for instance, the British lost 3 battle cruisers, 3 cruisers and 8 destroyers. German losses were 1 battleship, 1 battle cruiser, 4 light cruisers and 3 destroyers. The men killed on both sides totaled 8,642. And to this day, historians call the battle "indescribable."

Even in mock battle, however, like the ones staged

during maneuvers by the fleet, men get hurt. Somebody will be burned in a turret or an aviator will be badly injured when his plane makes a landing on rough water. Even the ships themselves may be damaged. When the big guns go off, the shock is so terrific that light bulbs are broken, sometimes even thick pipes spring leaks. In battle a special crew repairs damage,

AS BATTERED FLEET STEAMS BACK TO HAWAII, SECRETARY OF NAVY FRANK KNOX TELLS OFFICERS ON BOARD "INDIANAPOLIS" THAT THE U. S. HAS A TRULY GREAT FLEET





Back in Pearl Harbor the victorious officers reunite their families. This is a commander's son, 13-year-old David Martin, who builds model planes at his home in Pearl Harbor. In David's family being is a tradition. His father, a graduate of Annapolis in 1918 and Pensacola in 1921, is Scouting Force Aviation Officer. Old salts say that the future of the Navy rests with boys like David. As long as Americans retain the creative and mechanical ability to build engines, planes and ships, the Navy will be great.

On liberty at Waikiki beach, four sailors snap pictures of a Hawaiian girl. Sailors find little to do in Hawaii. There are almost no white girls whom the sailors can meet, and since the average of their sister men are high school trim, and if it is and self-respecting, they do not want to have dates with native girls or underworld whites. The others too are not happy. Although they leave their wives and families out to the Islands, the wives are lonely and for living is poor and very expensive.





CREAM OF MUSHROOM The new soup treat that millions are glad they tried. It has a magic way of winning friends and influencing meal plans. It's rich with fresh cream and the flavor of young mushrooms.



CHICKEN GUMBO Up from old New Orleans Campbell's bring you a new adventure, a delightful off-the-beaten-path soup of tender green okra, luscious tomatoes, and chicken in a spryly seasoned chicken stock.



SCOTCH BROTH Good appetites first find delight, then satisfaction in this thick and hefty soup. Mutton, barley, nourishing vegetables—here is everything a Scot would insist upon—for Americans to feast upon.

CELERY SOUP Two kinds of enjoyment lie ahead of you! Add water to this one to make a delightful soup that brims with the fine flavor of fresh celery. Or add milk to make a rich smooth cream of celery.



ASPARAGUS SOUP In May, when asparagus is green and luscious, that's when Campbell's put up their superb asparagus soup. They seal the fleeting Maytime flavor in, with the smooth purée and tender tips, for you to enjoy any time. Today, perhaps?



BEEF SOUP Lady, are you keeping something from your husband? Or have you served him this rugged brown beef soup of Campbell's? Man-style, it has plenty of vegetables and plenty of pieces of good beef. Lady, you'd better set it squarely before him.



"Today we're going to try a Soup that's different!"

"VEGETABLE SOUP is a standby at our house. That and tomato soup it seems I just can't serve too often to please Bill and the children.

"But we're going to do some exploring. I've stocked half a shelf with Campbell's Soups we've never tried till now. It stands to reason that if we like the way the Campbell people make our old favorite soups, then we'll like these others. We're starting today—with Campbell's Cream of Mushroom."



LOOK FOR THE RED AND WHITE LABEL

Campbell's SOUPS

21 KINDS TO CHOOSE FROM . . . ASPARAGUS • BEAN WITH BACON • BEEF • BOKCHY • CELERY • CHICKEN • CHICKEN GUMBO • CHICKEN NOODLE • CLAM CHOWDER • CONGLOM • CONGLOMME MARIQUISE • CONGLOMME PRINCEANER • MOXIE TURTLE • CREAM OF MUSHROOM • HX TAIL • PEA • PEPPER POT • SCOTCH BROTH • TOMATO • VEGETABLE • VEGETARIAN VEGETABLE • VEGETABLE-BEEF



*Do you smoke
the cigarette that*

Chesterfield is the one cigarette that gives you a completely satisfying smoke. The exclusive Chesterfield blend... the right combination of Turkish and Domestic tobaccos makes Chesterfield today's **DEFINITELY Milder, BETTER-TASTING, COOLER-SMOKING** cigarette. Everybody who smokes 'em, likes 'em.

MAKE YOUR NEXT PACK CHESTERFIELD



Navy's only sea-going women are the nurses aboard the hospital ship *Relief*. The tour of duty at sea, much sought after in Navy's nurse corps, lasts 18 months. With unofficial ranks

from ensign to lieutenant commander, the Navy's nurses may soon rate as commissioned officers. Aboard the *Relief* they supervise departments and direct all nursing activity.

NURSES GO TO SEA WITH FLEET

The full complement of the Pacific fleet includes not only 200,000 officers and men but twelve very important women. Registered nurses, they serve aboard the U. S. S. *Relief*, the Navy's floating hospital. On black-velvet bands on their white caps they all wear at least the single gold stripe of ensign, and they have the officer's job of supervising the male enlisted personnel of the hospital corps. With the fleet they go to sea on all exercises and maneuvers. In battle, despite the *Relief's* red cross, they face the same perils as the men of the fleet.

Their ship, conceived and built for its vital function, is the pride of the Navy Medical Corps. With

equipment the equal of any shore hospital, it has a huge operating room, X-Ray and biological laboratories, physiotherapy rooms, broad sun decks and comfortable bunks for 500 patients.

With hospitals, afloat and ashore, research laboratories and its staff of 1,100 doctors, 500 nurses and 6,500 enlisted men, the Navy boasts that it has made the fleet, while at peace, safer for the sailor than his hometown. All ships carry at least a pharmacist's mate, big ships several doctors and an operating room. Navy's accident rate is one-fourth that of the U. S. as a whole. Half its deaths and one-third of its sick days are the consequence of leave and liberty.



NURSE TIRRELL WEARS GOLD STRIPE ON HER CAP



The U. S. S. "Relief," commissioned in 1920, will shortly be joined by the *Solace*, which last winter as the passenger vessel *Iroquois* brought many American citizens home from Europe.



Nurses' sun deck where they may relax and play in sports clothes is segregated from rest of the ship. They are favorite tennis companions of junior officers who radio ship for dates.



WEAPON OF FREEDOM

BY WALTER LIPPMANN

For about three hundred years after the discovery of America, expeditionary forces came frequently to the western hemisphere. The Spanish, the British, the French, and the Dutch sent fleets and armies across the oceans, landed their troops, invaded, conquered, and then fought one another. But since the United States became an independent nation, the soil of the United States has been invaded only once. That was more than a century ago, in 1814, when a British army, which had landed in Maryland, marched on Washington and burned the Capitol while another British army held the mouth of the Mississippi at New Orleans.

But while it is now a hundred and twenty-eight years since our own territory was last invaded, there are men still living who witnessed the European invasion of Mexico in the course of which a French army, sent by Napoleon III, established Maximilian as emperor in Mexico City. That was only eighty years ago. And still more recently, some forty years ago and so well within the memory of any middle-aged man, a European navy—the Spanish—sailed from Spain, crossed the Atlantic, proceeded to a Cuban harbor, and compelled us to fight a naval battle not far from the coast of Florida.

It is a striking fact that, though England is only twenty miles from Europe, the soil of England has not been invaded for nearly nine hundred years; though the soil of what is now the United States is three thousand miles from Europe, armies from Europe have fought at least half a dozen great wars on American soil, and countless other wars in other parts of the western hemisphere. It is evident, then, that the width of the ocean is not in itself a guarantee against invasion. Twenty miles of salt water in the English Channel have been more impassable than the three thousand miles of the Atlantic Ocean. Surely it is clear that what protects an island country like Britain or island continents like the Americas is not the sea itself but the power to command the sea.

During the War of 1812 the British armies landed in Maryland and in Louisiana. Why? Because the American Navy was not strong enough to drive off the British warships and to sink the troopships. In 1860 the French landed an army in Mexico, having assembled that army at their bases in the West Indies. Why? Because the United States did not then have a navy which was able to stop them. In 1898 the Spanish sent a fleet across the Atlantic into the Caribbean, causing a panic along the Atlantic coast and disrupting our shipping. Why? Because the American Navy was not fast enough and strong enough to get to Spain before the Spaniards got to America, not fast enough and strong enough to bottle up the Spanish fleet before it left Spain or to catch it and destroy it in the vast

spaces of the Atlantic Ocean before it reached our own waters. Yet with these object lessons before them there are still many Americans who do not remember them or will not study them seriously. But those who will not learn from the experience of the past will find that they must learn from their own sufferings in the future. For what has happened before CAN happen again, and it probably will, unless the people as a whole and their representatives in Congress and the men they nominate for President realize clearly that the United States is an island continent which will be defended, if it is defended, not by the seas because they are wide but by seapower providing it is sufficient.

In relation to all our possible enemies and in relation to all our effective and powerful friends, we are for all practical purposes an island. We can be attacked only by an enemy who can cross the seas; we can go to the support of our neighbors only if we are able to use the seas. It is true that we have land frontiers with Canada and with Mexico, countries which as a matter of self-preservation we should have to defend as resolutely as if they were a part of the United States itself. But Canada and Mexico must be defended on the seas, by preventing an invader from landing in Canada or in Mexico rather than by fighting him after he has arrived and has established himself.

Alaska can, of course, be defended and supplied only by sea; strategically Alaska is itself another island separated by hundreds of miles of water from the continental island of the United States. The West Indies, Central America, all of South America, are overseas: they are on no practicable land communications and none of these regions can be defended unless we have the power to block the ships of an enemy and the power to protect our own ships. It is no more feasible to prevent an invasion of Latin America in the 20th century, unless the seas are under our control, than it was to prevent the invasions of Latin America in the 16th, the 17th, the 18th, and the 19th centuries. Nor can we support the suppression of a revolution made by the fifth column in any Latin American country unless we command the seas and can therefore send ships, arms, and even troops. Finally, it is even more ob-

vious that only by seapower can we carry out the defense of Hawaii: that great fortress could be starved into submission and reduced to uselessness if ever the Navy were unable to command the seas behind it. Only by seapower, too, can we carry out the defense of the Philippines which, at least until 1946, we are bound to do. Only by seapower can we keep open our access to the rubber and tin producing regions of the southwestern Pacific.

A year and a half ago in a special issue devoted to America's future, LIFE published an article called *The American Destiny*. In it, Walter Lippmann pointed out that "America which was once a colony on the frontiers of Europe is now and will in the next generations become even more certainly the geographic and the economic and the political center of the Occident." He suggested that "when Americans allow themselves to be conscious of their greatness . . . the willingness to be equal to their mission will restore their confidence and make whole their will."

The will of America is for freedom in a peaceful world order. Believing that Seapower is the shield of that freedom and the means to fulfillment of America's Destiny, LIFE presents another article by Mr. Lippmann. His theme is Seapower: the Weapon of Freedom.

CONTINUED ON PAGE 118

← AT ANNAPOLIS AMERICA'S FUTURE NAVAL OFFICERS ABSORB THE SPIRIT OF THE NAVY HERE THEY GATHER IN ACADEMY CHAPEL



U. S. S. "Oregon," beating Spanish at Santiago in 1898, reached Cuba from California by way of Cape Horn.

"Oregon's" crew cheered wildly on deck when *Cristobal*, last Spanish ship afloat at Santiago, surrendered.

Cervera's fleet was reduced to flaming hulks. Here his flagship *Maria Teresa* (left) and *Oquendo* burn on beach.

"Great White Fleet" (left) anchored beside Japanese fleet at Yokohama during round-world cruise 1907-09.

Theodore Roosevelt (at right) welcomed the fleet home in 1909. His birthday, Oct. 27, is U. S.'s Navy Day.

Greatest mine field in history was laid across the galeswept North Sea by Anglo-American forces in 1918.

HISTORY OF THE NAVY

A PORTFOLIO OF HISTORIC PAINTINGS AND PRINTS

The U. S. Navy has lost battles, but never wars. This record, sustained generation upon generation by the fighting traditions of the Navy, links together the men who fought in hulls of oak with those who fight in turrets of steel. There is scarcely an ocean in which we have not fought and won.

The Navy was born of bitter need. Unable to move men and munitions by sea in face of the British blockade, the Continental Congress in 1775 purchased six merchantmen and made them men-of-war. Helped by a friendly French fleet and hundreds of New England "privateers," the British grip was broken.

Boldest skipper of them all was John Paul Jones. Challenged while raiding the British coast by Britain's heavier *Serapis*, Jones was asked to surrender after a three-and-a-half-hour fight. "Surrender?" raged Jones from the deck of his sinking *Bonhomme Richard*. "I have not yet begun to fight." He went on to win.

Against France in 1798-1801, the Barbary pirates in 1801-05 and 1815 and the British in 1812, the U. S. proved its right to respect upon the sea. Frigates like the *Constellation* (see p. 49) showed U. S. gunnery was better than French. In attacks like Preble's at Tripoli, reproduced in the painting on the opposite page, U. S. squadrons raked the pirates out of their Mediterranean den.

Although England blockaded our coast in 1812, we won most of the sea actions of the war. There was Lawrence pleading near death, "Don't give up the ship," and Oliver Hazard Perry at Lake Erie reporting, "We have met the enemy and they are ours." The *Constitution* sank the *Guerriere* in the scene painted on the opposite page. "Huzza," cried a seaman as he saw the *Guerriere's* rounds bounce off the *Constitution's* oak, "her sides are made of iron."

A rough-and-tumble Navy flew the flag. When

Mexicans acted up, Matthew C. Perry gave them a terrible shelling at Vera Cruz. In 1854 the same Perry opened Japan to U. S. trade. Annapolis was founded in 1845.

By Civil War days the Navy had become a cherished career. Farragut had joined at the age of 9. David D. Porter—hero of New Orleans, Vicksburg—was the son of David Porter of *Constellation* fame. The *Monitor* fought the *Merrimac*, and the Confederate ram *Tennessee* took on the whole of Farragut's fleet in a brave attempt to keep him out of Mobile Bay.

But after the Civil War the Navy grew tired and limp. The cry was for monitors but they were useless on the high seas. Midshipmen were taught by old salts whose age can be grasped from the photograph below. As Secretary of the Navy, George Robeson stubbornly fought the introduction of steam for eight years. As an ineffectual compromise—half steam,



These ancient mariners, on deck of steam sloop *Mohican* in 1880, saw service during the lowest ebb of U. S. Navy.

half sail—the "Squadron of Evolution" was built.

On the eve of the Spanish War a group of younger American statesmen became impressed by the emergence of the U. S. as a world power and by Mahan's teachings on seapower. Chief among these was Theodore Roosevelt who was then Assistant Secretary of Navy. In 1898 came the sinking of the *Maine* and quick victories over outclassed Spain at the cost of 18 U. S. sailors' lives. Hobson partly blocked Cervera's fleet and Gillis stopped a torpedo with his hands. Sampson cabled from Santiago on July 4, 1898: "The fleet under my command offers the nation as a Fourth of July present the destruction of the whole of Cervera's fleet."

Yet U. S. gunnery had been ragged and when William Sims, then on duty abroad, said so, he was nearly court-martialed. But Roosevelt ordered "that young man home," and with the help of Sims and "Fighting Bob" Evans he got a first-class fleet as his "Big Stick." Roosevelt too built Mahan's cherished Panama Canal.

When the World War came, part of our battle fleet went to Scapa Flow, our destroyers convoyed 2,000,000 Yanks to France without mishap—the greatest troop movement in history. By 1919 the U. S. Navy could challenge any navy in the world. The U. S. was thus able, in the post-war years, to lead the world in the great peace gesture of disarmament, symbolized by the 5-5-3 ratio.

In 1933 another Roosevelt who had been Assistant Secretary of the Navy became President. He started building ships again but not until war loomed ahead did the U. S. set out to make its Navy strongest in the world. With a "Two Ocean" Navy being built, Americans are once more finding solace in the great naval heritage passed down to them by men like Jones and Preble and Hobson and Mahan and Sims.



"Bombardment of Tripoli" by Michele Corne depicts U. S. squadron, led by Commodore Edward Preble in the flagship *Constitution* (right), successfully shelling forts of the Barbary pirates at close range on Aug. 8, 1804. Pirates had molested U. S. shipping and Jefferson sent a

fleet to Mediterranean to subdue them. During action Captain Stephen Decatur, whose toast "Our country, right or wrong" later became famous, led a boarding party which captured three pirate craft. Decatur's brother James was only American killed in entire battle.



"Constitution and Guerrière" by Thomas Birch shows "Old Ironsides" under Captain Isaac Hull at the moment that she was raking the crippled British frigate with broadsides during the first decisive naval action of the War of 1812 on Aug. 19 southeast of Halifax. With-

out masts, sails and badly burned, the British man-of-war had no choice but to surrender. She had 23 killed and 56 wounded to the *Constitution's* seven killed and seven wounded. The prize was too battered to be taken into port and Captain Hull burned her completely



"Battle of Lake Erie" by L. Garneray shows U. S. fleet (right) under Commodore Oliver Hazard Perry defeating a

British squadron in three-hour action Sept. 10, 1813 during War of 1812. Perry immortalized the dying words of James

Lawrence, who had been killed few months earlier, by hoisting a flag which was inscribed "Don't Give Up the Ship!"



"Constitution and Java" by Nicholas Pocock shows the commerce raider Constitution (right) leaving the flaming British frigate after two-hour action off coast of Brazil on Dec. 19, 1812.



"The General Armstrong Surrounded" by Emanuel Leutze shows U. S. privateer attacked by British in Portuguese harbor, Sept. 26, 1814.



"U. S. S. Columbus and Vincennes in Japan" shows Captain James Biddle's arrival in 1846 on his unsuccessful attempt to open Japan to U. S. trade. Japanese warcraft surround ships.



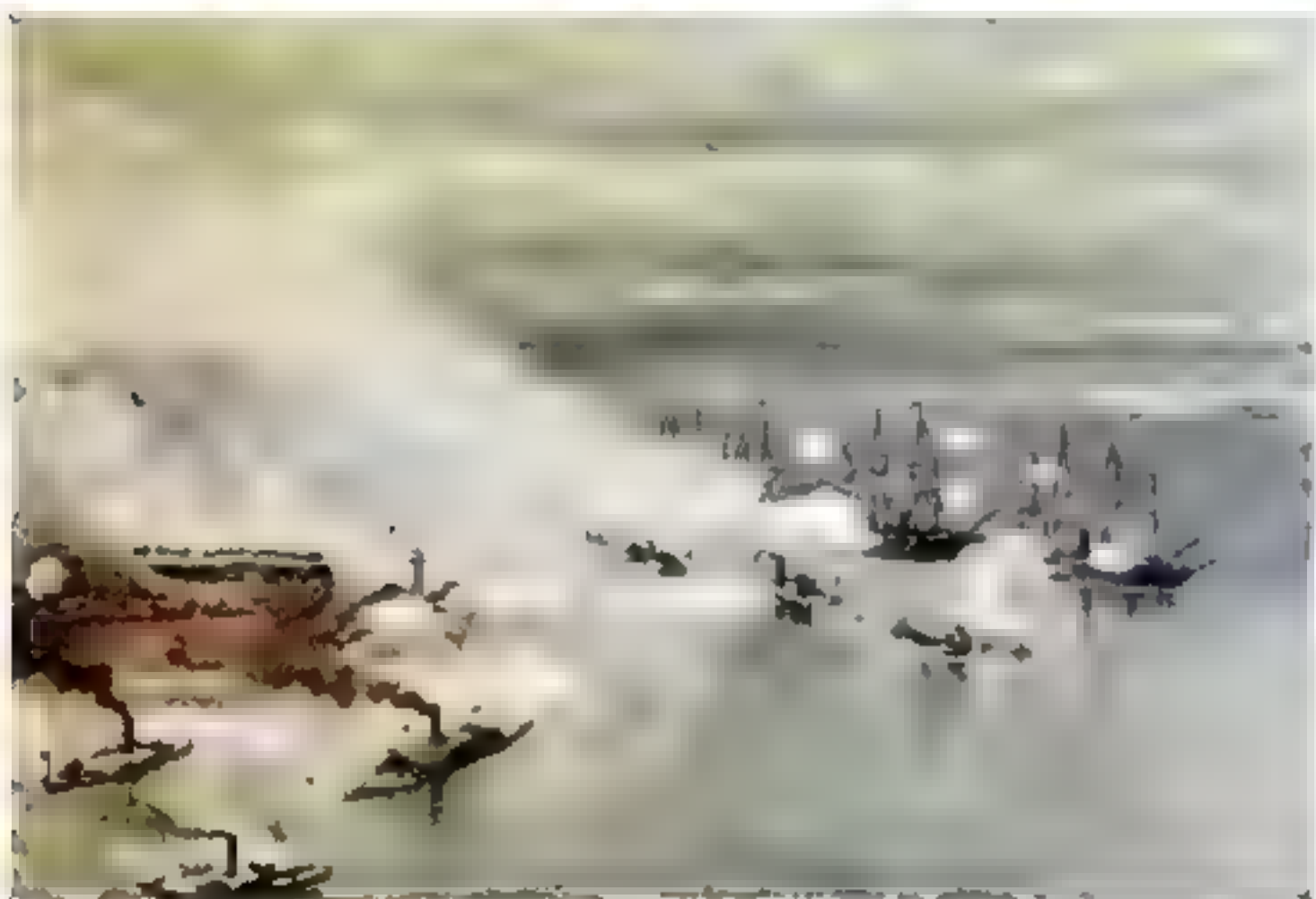
"First Landing of Americans in Japan" was on July 14, 1853 when Commodore Matthew Calbraith Perry and 300 men (center) were greeted by Emperor's aides on Gion-Hama beach.



"U. S. S. Constellation," the oldest ship in the U. S. Navy, launched in 1797 and displacing 1,205 tons, was almost de-

stroyed in a Mediterranean gale during a cruise in 1833. Commodore Thomas Truxtun was her first captain. Last Au-

gust President Roosevelt had the 30-gun *Constellation* and 44-gun *Constitution* put back on the Navy's "active" list.



"Battle of Mobile Bay" by J. O. Davidson shows U. S. fleet passing Fort Morgan in 1864. As "torpedoed" *Tecumseh* sank (right), Farragut cried, "Damn the torpedoes, go ahead!"



"Monitor and Merrimac" by Davidson shows indecisive duel in 1862 off Norfolk, Va., when ironclads met for first time in history. *Monitor* (right) had 5-in. side armor, two 11-in. guns.



"Salvage of the U. S. S. Monongahela" shows sloop as she lay ashore at Frederichsted the Virgin Islands, after a tidal wave had hit her on Nov. 18, 1867. She was refloated next May.



"U. S. S. Maine" by C. T. Chapman shows ship as she was moored near arsenal in Havana before she exploded Feb. 15, 1898, killing 260 Americans and helping cause war with Spain.



"The U. S. Fleet in Straits of Magellan" by Henry Reuterduhl shows "Great White Fleet" of 16 battleships under Rear Admiral ("Fighting Bob") Evans passing amid snowy peaks from Atlantic to Pacific just above Cape Horn on Feb. 7-8, 1908 during its round-the-world

cruise of 42,227 nautical miles. Fleet left Hampton Roads in December 1907, returned in February 1909, having "shown the flag" in more than 20 foreign territories. Despite fleet's lack of auxiliary ships, trip showed world that U. S. Navy was second only to Britain's.



"A Critical Moment" by Burnell Poole shows a U. S. World War escort vessel narrowly averting a collision with a troopship which it was convoying to France. America sent 2,079,880 soldiers to France in 1,142 troopship sailings, 45% of which were in U. S. bottoms. Not

a ship was lost except on relatively empty return trips. *Lerathan*, No. 1 U. S. troopship, carried 96,804 men to Europe in ten trips. Other great U. S. Navy feat was laying 56,571 mines across North Sea from Orkney Islands to Norway in greatest mine field in history.

1941 MERCURY 8

The car that was  right from the start!

From its very introduction, the Mercury 8 was *right*. It has caught the imagination of American motorists because it meets every qualification of what a big car should be—in size, in luxury, in power and performance—and adds real economy of operation that is a welcome satisfaction to every owner.

For 1941, there is a new and even bigger Mercury 8. Clean new streamlines emphasize its new long wheelbase and broadened body. Glass areas are enlarged to "picture-window" proportions. Seats are wide and deep. There's a new zip to its get-away, a reassuring steadiness

in its commanding way on the road, and a swift obedience to commands that makes owners say, "You don't *drive* this car, you *guide* it!"

THE ONE BIG CAR THAT HAS EVERYTHING — PLUS ECONOMY

Keystone of the Mercury's amazing success is its remarkably efficient V-8 engine—the only one in its field. An engine so perfectly balanced with the car's weight that gasoline consumption is very low. Few cars of *any* size can match the brilliant gas mileage record of the Mercury (Owners report up to 20 miles per gallon!)

THE BIG CAR THAT STANDS ALONE IN ECONOMY

A BRAND-NEW TRAVEL EXPERIENCE

Don't be satisfied until you've had the adventure of a Mercury Ride. Learn why this car has already earned the confidence of over 150,000 enthusiastic owners, and become such an outstanding success. Any Mercury, Lincoln or Ford dealer will arrange to have you drive the Mercury

THINGS YOU'LL LIKE ABOUT THE NEW 1941 MERCURY

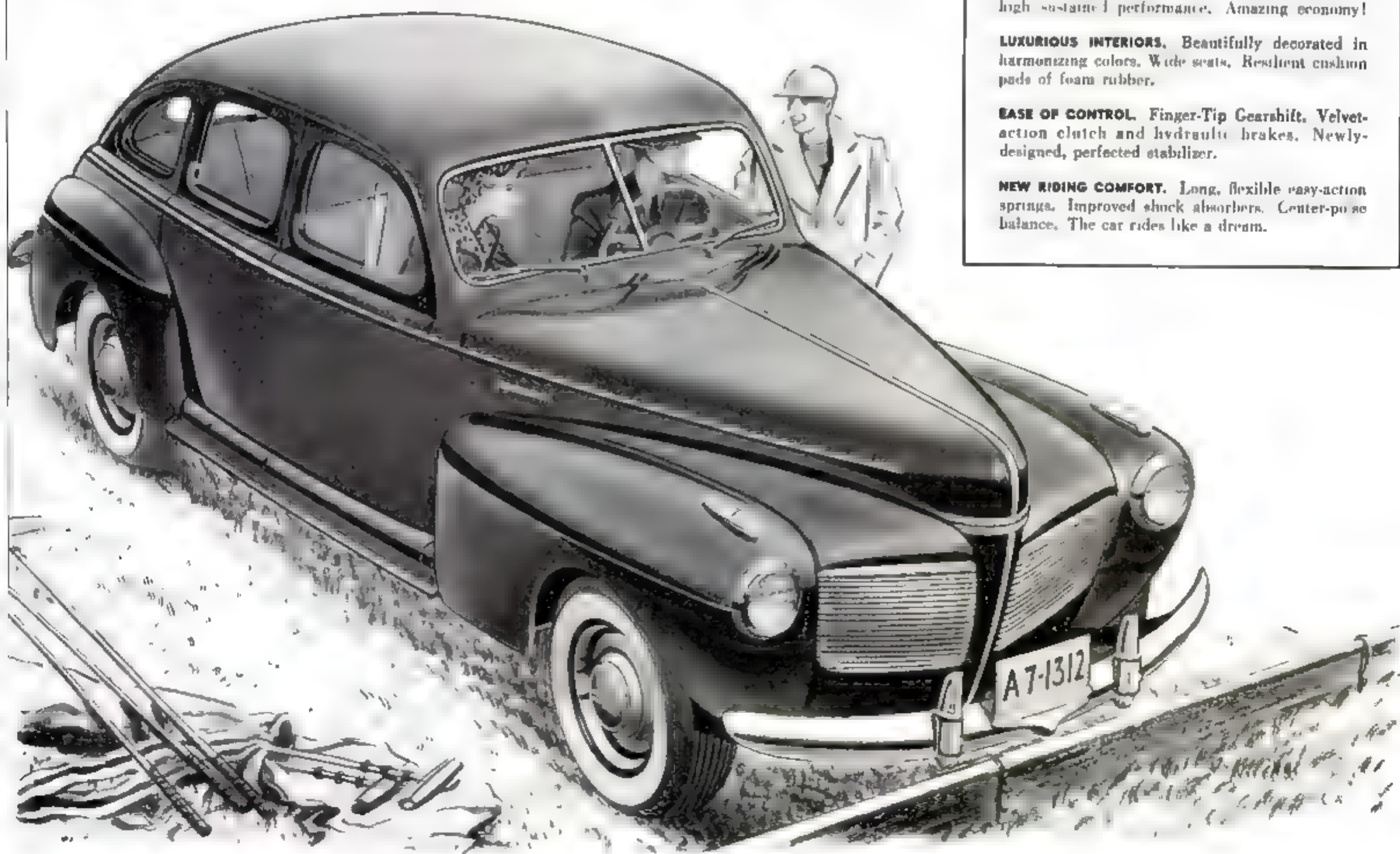
NEW EXTERIOR BEAUTY. A long, low car with wide body, superb streamlining. New bright colors.

BIG POWERFUL ENGINE. Only V-8 in the lower medium price field. Brilliant acceleration and high sustained performance. Amazing economy!

LUXURIOUS INTERIORS. Beautifully decorated in harmonizing colors. Wide seats. Resilient cushion pads of foam rubber.

EASE OF CONTROL. Finger-Tip Gearshift. Velvet-action clutch and hydraulic brakes. Newly-designed, perfected stabilizer.

NEW RIDING COMFORT. Long, flexible easy-action springs. Improved shock absorbers. Center-poise balance. The car rides like a dream.



Noisy doorbell...

What a din!



Sweet-voiced Door Chimes...

Happy grin!



Replace
your shrill doorbell... with
musical NUTONE Chimes

CLASSIC "3"

Long brass tube model, 3-tube effect with beautiful embossed unbreakable plastic cover. Ivory or walnut plastic. 41 1/2 inches high. \$5.95

Don't drop things, startled, when your front doorbell rings! Don't leap for the back doorbell. The modern way to be summoned to either door is by *chimes*! And there's a NuTone Electric Door Chime for every home—and every pocketbook. No trouble! They're easily attached to your present wiring.

Beautifully designed, they have new, embossed plastic covers and tarnish-proof brass tubes. Their rich tones flood the house—two notes for the front door, one for the rear.

Leading architects specify NuTone Door Chimes. Of Life Magazine's houses built this year, over 40 had NuTones!

Seven favorite models are shown here. See them at leading stores. Choose the one that's exactly right for your hall... living room... dining room... kitchen. Then lend it your grateful ears!

NUTONE CHIMES, INC.
CINCINNATI, OHIO

If your store doesn't carry NuTone Door Chimes, send check or money order, name of model desired, store's name and address and your own—for prompt delivery.

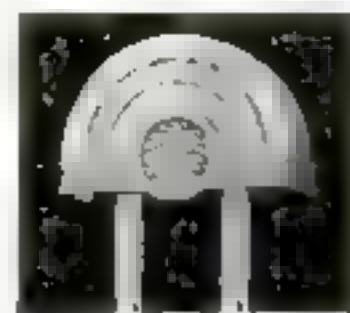
NOTRE DAME "3"

Long brass tube model. New, patented Repeated-Tone feature. Handsome cover of embossed ivory or walnut plastic. 43 1/2 inches. \$8.95



TRINITY "4"

Four long brass tubes sound 4 Cathedral tones for front door, one for rear. Interior light for beauty, illumination. 50 inches high. \$19.95
3 tubes, no light... \$14.95



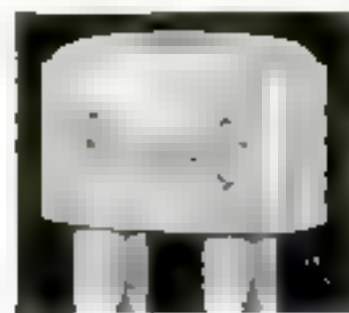
NOTRE DAME "2"

Long tube model exactly as shown above but with 2 brass tubes instead of 3. Center design is taken from the Notre Dame Cathedral window. 43 1/2 inches high... \$7.95



CLASSIC "2"

Long tube model like the Classic shown above but with 2 brass tubes instead of 3. 41 1/2 inches high... \$4.95



KITCHENEER

(KS395) Short tube model, in white or ivory baked enamel. For kitchen, breakfast nooks. 22 1/2 inches... \$3.95



Venerable U. S. S. "Constellation," seen here as she lies moored off Newport, R. I. Naval Training Station, is the oldest ship in the Navy (143 years' age), after Nel-

U. S. S. CONSTELLATION IS NAVY'S OLDEST SHIP



Oldest ship in the Navy and after her sister frigate *Constitution* the most venerated old lady of the sea, the 36-gun *Constellation* has long been lapped by the tides of history. Launched in 1797, she was the fastest U. S. frigate afloat. Her twelve officers and 300 men were such a hard-cussing, hard-fighting lot that an officer boasted "we would put a man to death merely for looking pale aboard *this* ship." Her captain,

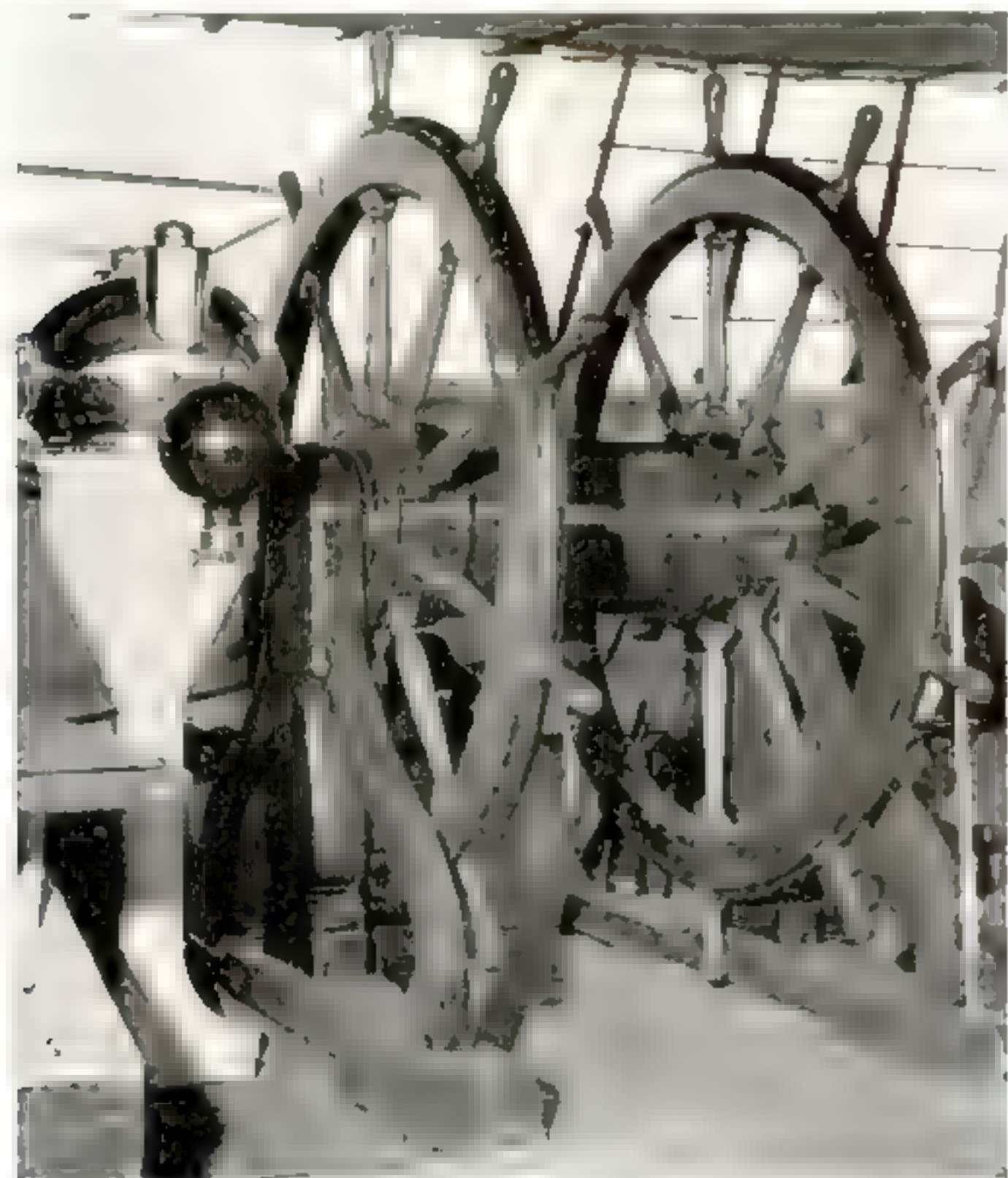
Thomas Truxtun, was a white-wigged

lady-killer ashore but a ruddy bully at sea. When Midshipman David Porter told him off, that worthy barked "You young dog! Don't you know that every time I swear at you, you go up another round on the ladder of promotion?"

Off the West Indies in 1799 the *Constellation* captured the French frigate *Insurgente* and in 1800 traded broadsides with the 52-gun *Vengeance* for five hours before the Frenchman escaped, leaving the *Constellation* without "a spar or a fathom of rigging abaft the foremast." In 1802 and 1815 she fought Barbary pirates, lay blockaded at Norfolk in 1813, cruised the Orient in 1840 and Africa at start of the Civil War. Between 1873 and 1893 she was a Naval Academy training ship until she was sent to Newport, where bluejackets still worthy of Truxtun and Porter now climb her rigging, swab her decks of yellow pine.



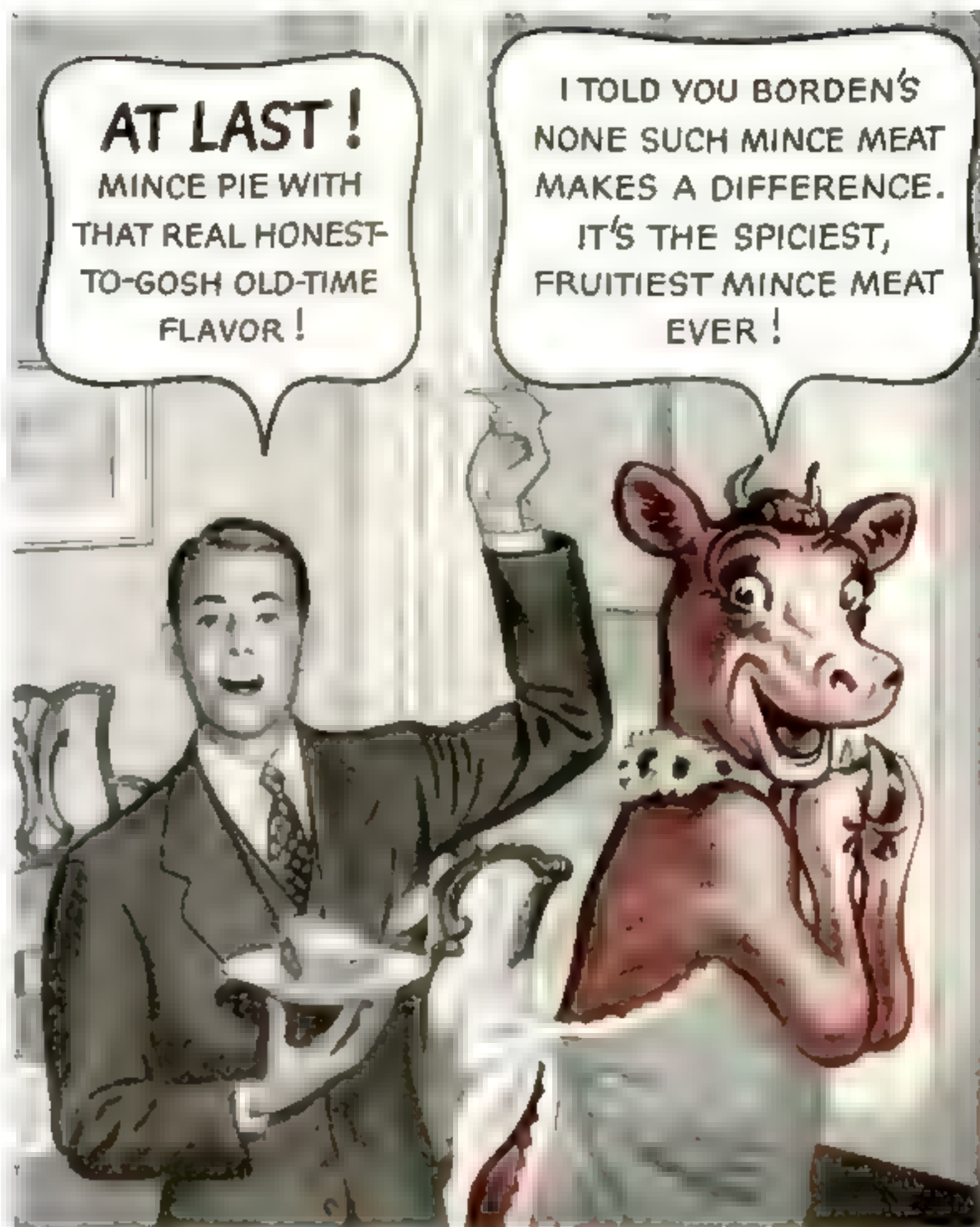
son's Victory, oldest commissioned warship in world. Older than Old Ironsides, Constellation last put to sea in 1926 when she was towed to Philadelphia Sesquicentennial



Mahogany wheel of the Constellation was manned by four sailors on Captain Thomas Truxtun's quarter deck. Brass compass binnacle (left) had iron compensators.

CONTINUED ON NEXT PAGE

A TIP FROM ELSIE, THE BORDEN COW



AT LAST!

MINCE PIE WITH
THAT REAL HONEST-
TO-GOSH OLD-TIME
FLAVOR!

I TOLD YOU BORDEN'S
NONE SUCH MINCE MEAT
MAKES A DIFFERENCE.
IT'S THE SPICIEST,
FRUITIEST MINCE MEAT
EVER!



SO MUCH TASTIER AND
FINER...YET IT COSTS
ONLY A FEW CENTS
MORE!

THERE'S NOTHING in this world like a plump spicy golden brown None Such Mince pie! And that's because there's no other mince meat anywhere with the same fine, old fashioned flavor as Borden's None Such Mince Meat!

All of the 18 ingredients—juicy raisins, currants, tart curls of fruit peel, and savory spices—have been subtly blended by Borden's master cooks. The result is the

most delicious, fruity mince meat you ever tasted!

Naturally—just as the best eggs cost more than lower-grade eggs, this finer Borden's None Such costs more than ordinary mince meat. Only a few pennies more—but what a difference in flavor!

So look for the None Such girl on the bright red package—get genuine Borden's None Such Mince Meat!

COPYRIGHT 1940, THE BORDEN CO.



IF IT'S
BORDEN'S
IT'S GOT
TO BE GOOD!





SECOND SHAVES



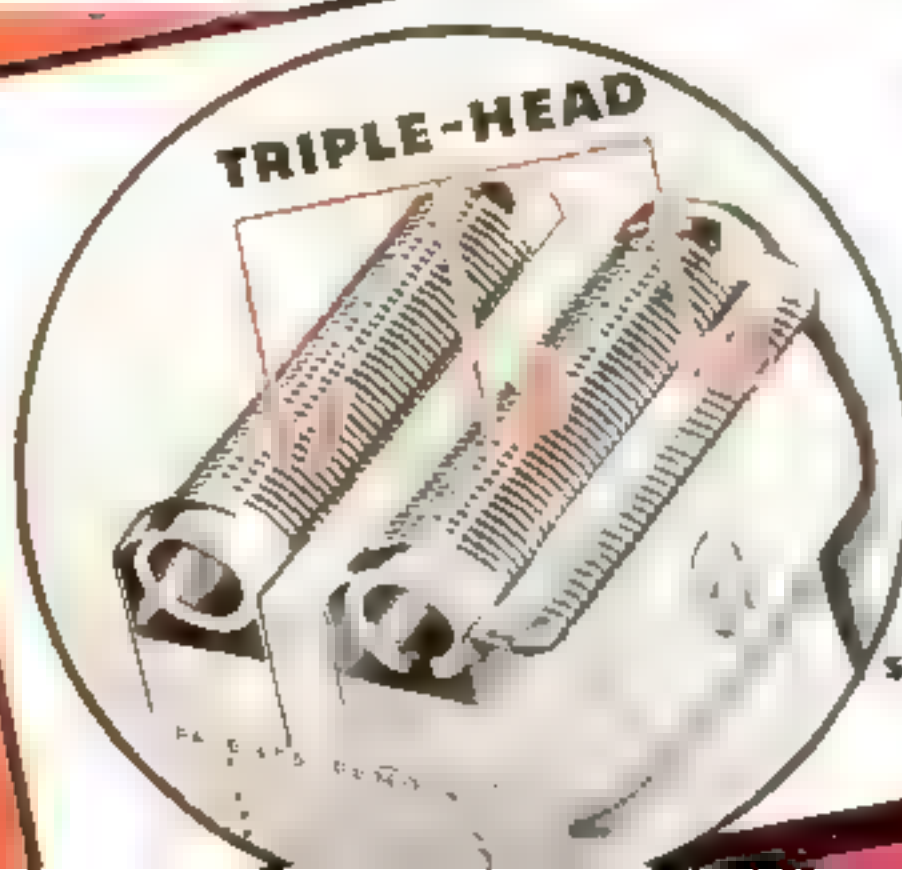
**"2 HEADS
ARE BETTER THAN ONE"**

—certifies United States Testing Co.

Anyone can see that an electric shaver with two heads ought to shave faster than a shaver with just one. But we asked the United States Testing Company to find out just how fast and close the new Remington Dual can shave. They clocked shaves on all types of heads and certified that the average time for a first-rate speed shave was 90 seconds!

Here's why the Remington Dual shaves so fast and so close: It's the only shaver with 360 double-edged cutting blades, with 109% more cutting length than any other shaver. It has the largest hair reception area of any shaver and the highest power motor driving any oscillating cutter. See and try the new Remington Dual today!

REMINGTON DUAL \$15.75 AC DC



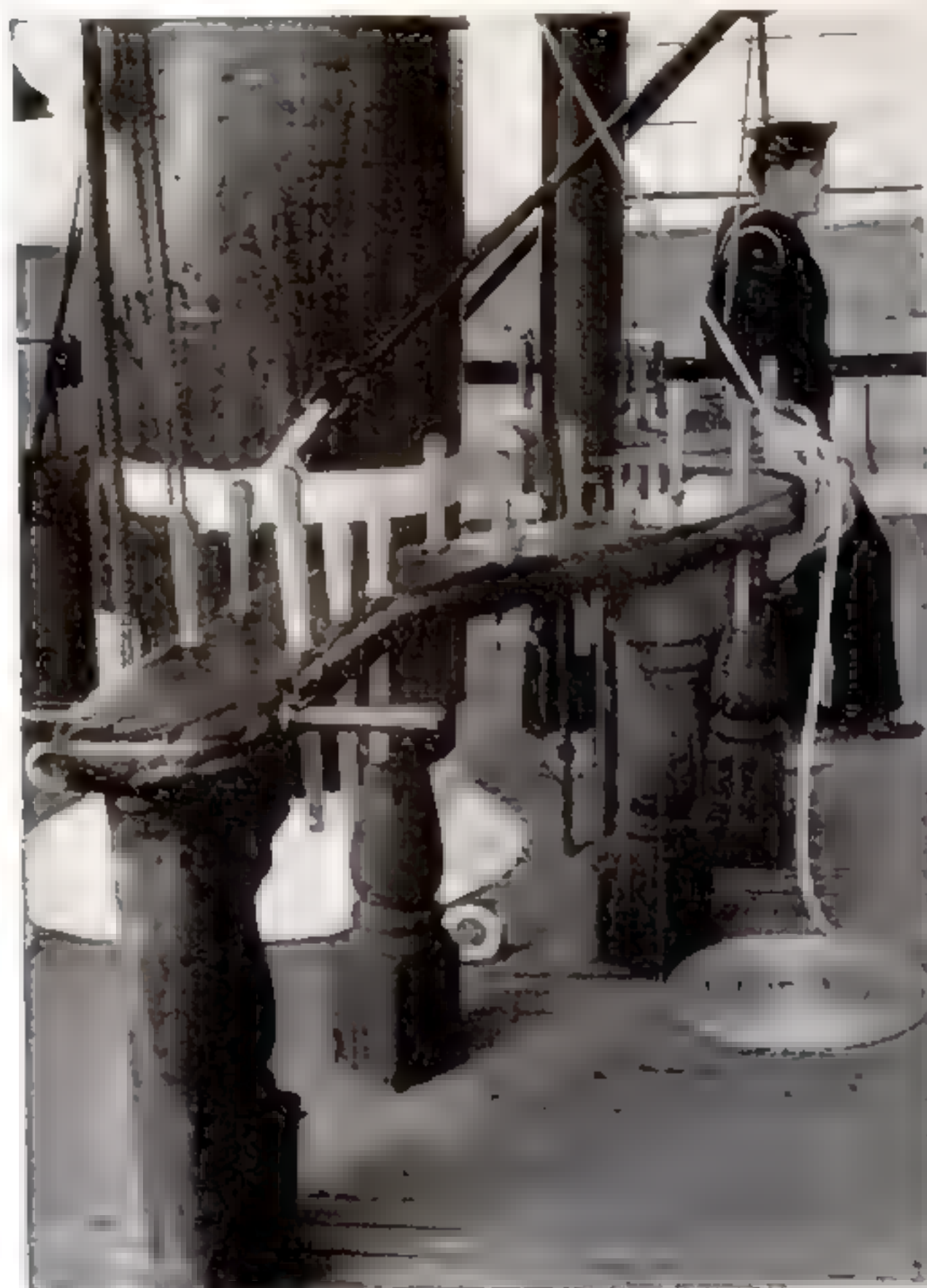
**NEW-
THE REMINGTON DUAL
PLUS A TRIMMING HEAD
FOR**

1. Sideburn trimming
2. Moustache trimming
3. Stray hairs on neck and Adam's apple
4. Stray hairs on back of neck
5. Clearing up all stray hairs on cheek bones, etc.

REMINGTON TRIPLE-HEADER
General Shaver Division of Remington
Rand Inc., Bridgeport, Conn.

\$17.50

HISTORY OF THE U. S. NAVY (continued)



Belaying pins stuck into the *Constellation's* life rail were used to make fast the standing rigging and occasionally served as lolly clubs in hand-to-hand fighting on deck.



Boarding pikes were used like bayonets when *Constellation's* hearties repulsed boarders. Ship's few muskets were used by marines in ship's top to fire down on enemy.



• A word for the experts—Luckies' finer tobaccos mean less nicotine, and it's the golden test.

Luckies' finer tobaccos mean less nicotine!

FINER TOBACCOS—for you who smoke, those two words have a world of meaning.

First, they tell you why most independent tobacco experts smoke Luckies.

Second, finer tobaccos are the big reason why Luckies have a lower nicotine content.

Yes, authoritative tests reveal that for more than two years, the nicotine content of Luckies has been 12% less than the average of the four other leading brands—less than any one of them ★

You see, Luckies analyze tobacco before purchase. Thus our buyers can select the leaf that is not only

rich and mellow, but milder—naturally low in nicotine.

The more you smoke, the more you want a cigarette of genuine mildness. So try Luckies for a week. Remember—with independent tobacco experts—buyers, auctioneers, warehousemen—with men who know tobacco best, it's Luckies 2 to 1.

★ NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through June 1940

Lucky Strike—as averaged

9.46% less nicotine than Brand A

20.55% less nicotine than Brand B

15.55% less nicotine than Brand C

4.74% less nicotine than Brand D

For this period, Lucky Strike—as an average—nicotine content of 2.01 parts per 100.



Luckies—the smoke tobacco experts smoke

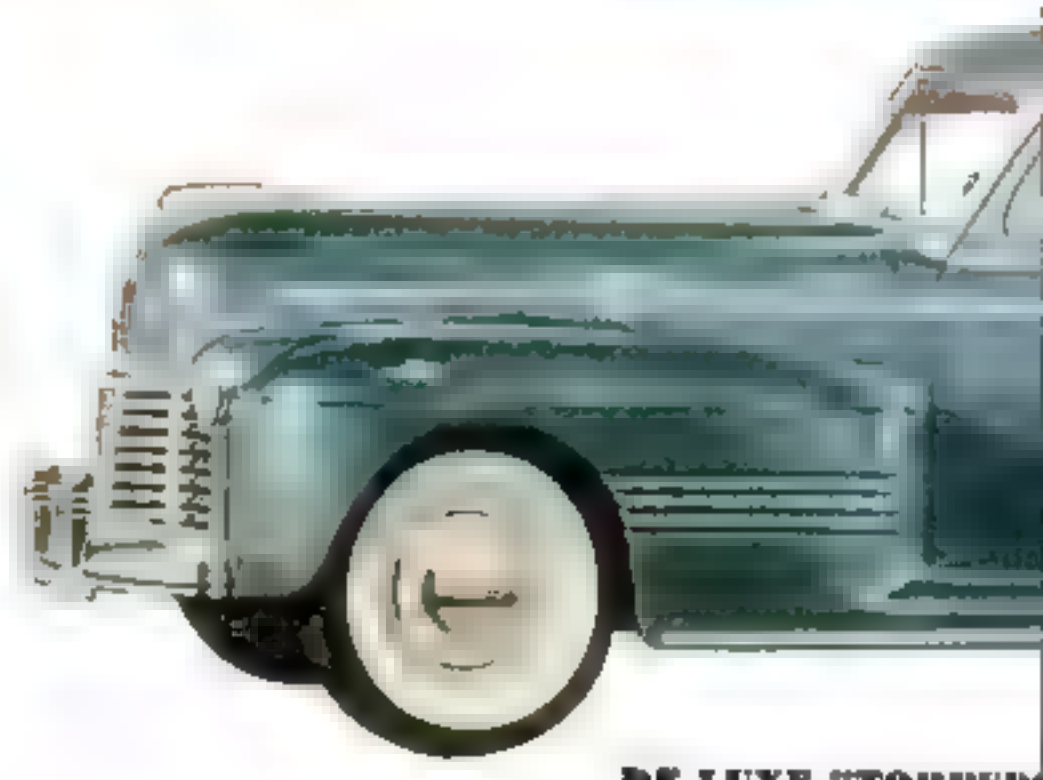


"NOW THERE'S A

Pontiac
FOR



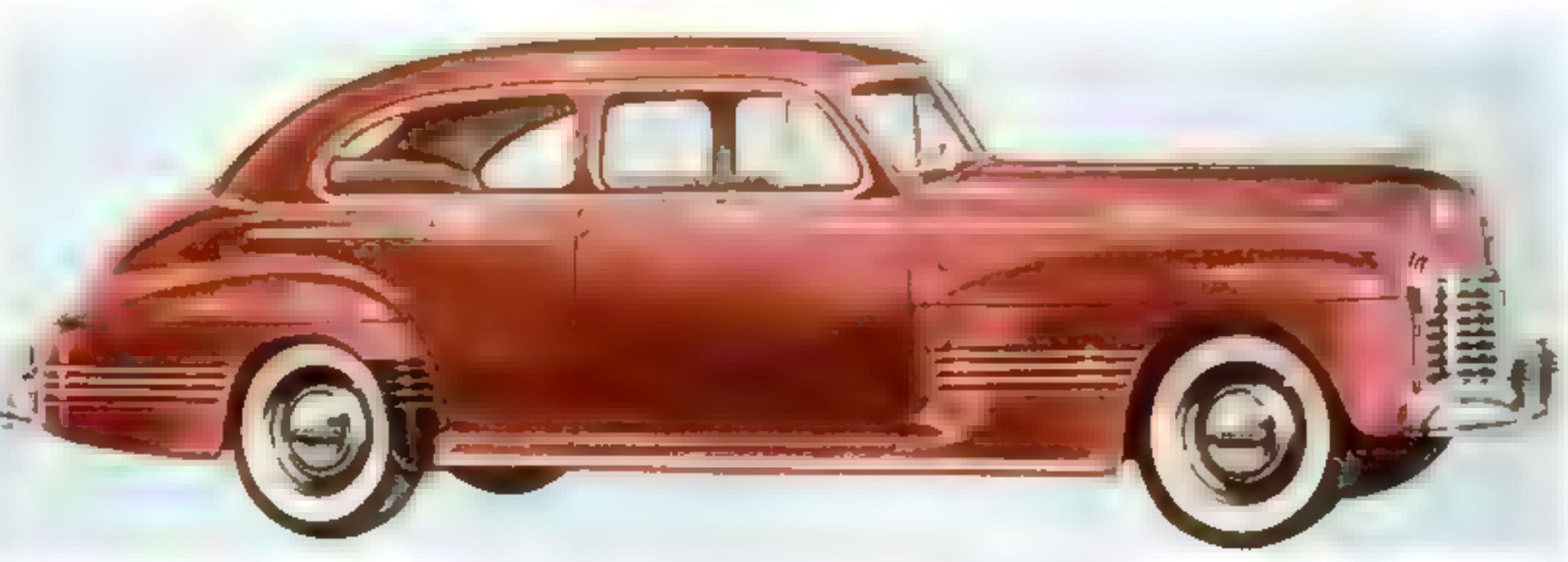
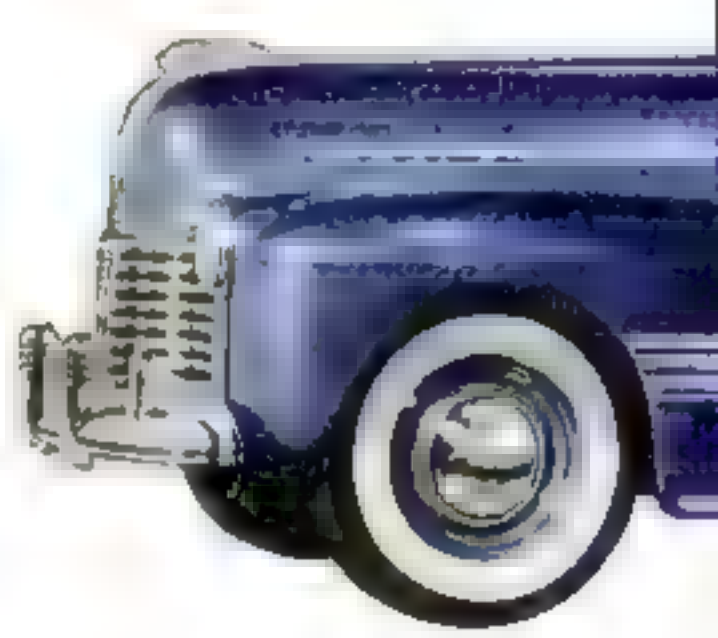
DE LUXE "TORPEDO" FOUR-DOOR SEDAN★



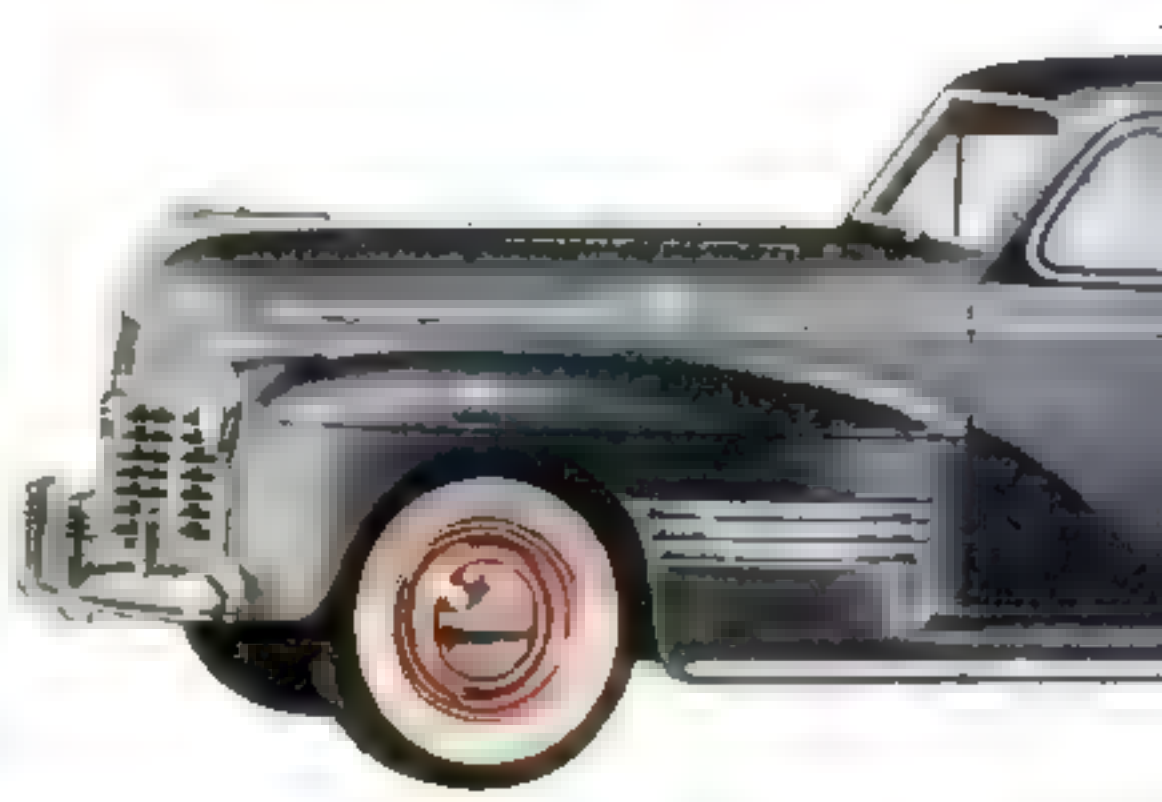
DE LUXE "TORPEDO"



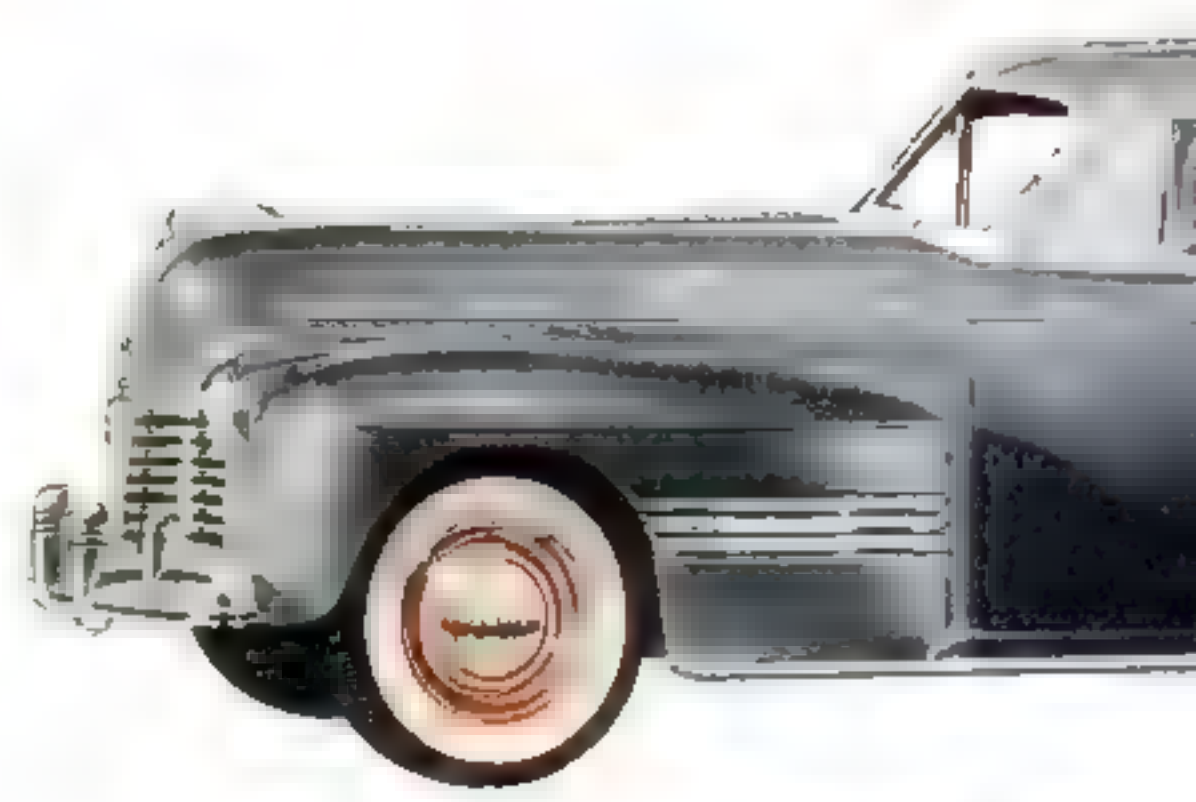
DE LUXE "TORPEDO" BUSINESS COUPE★



DE LUXE "TORPEDO" TWO-DOOR SEDAN★



DE LUXE "TORPEDO" CONVERTIBLE SEDAN COUPE★



CUSTOM "TORPEDO"

Torpedo EVERYBODY!

3 Great New "Torpedo" Lines The De Luxe • The Streamliner • The Custom *with your choice of a Six or an Eight in any model*

PONTIAC'S THREE brilliant new lines of cars for 1941 start with the De Luxe "Torpedoes"—five big, handsome models at prices which any new car buyer can afford.

Next in line come the Streamliner "Torpedoes," slightly larger, strikingly different and only a little higher in cost.

The array is completed by the Custom "Torpedoes," including the popular Station Wagon, which, in view of all the luxuries they offer, are very reasonably priced.

And any one of the models shown—any 1941 Pontiac, in fact—is available either as a six or an eight, with the eight only \$25 more than the six.

Thus, it is actually true that now there's a Pontiac "Torpedo" for everybody—from owners of lowest-priced cars to those accustomed to buying in the higher brackets.

A visit to your nearest Pontiac dealer will reward you with detailed information about the automobile industry's number one value for 1941.

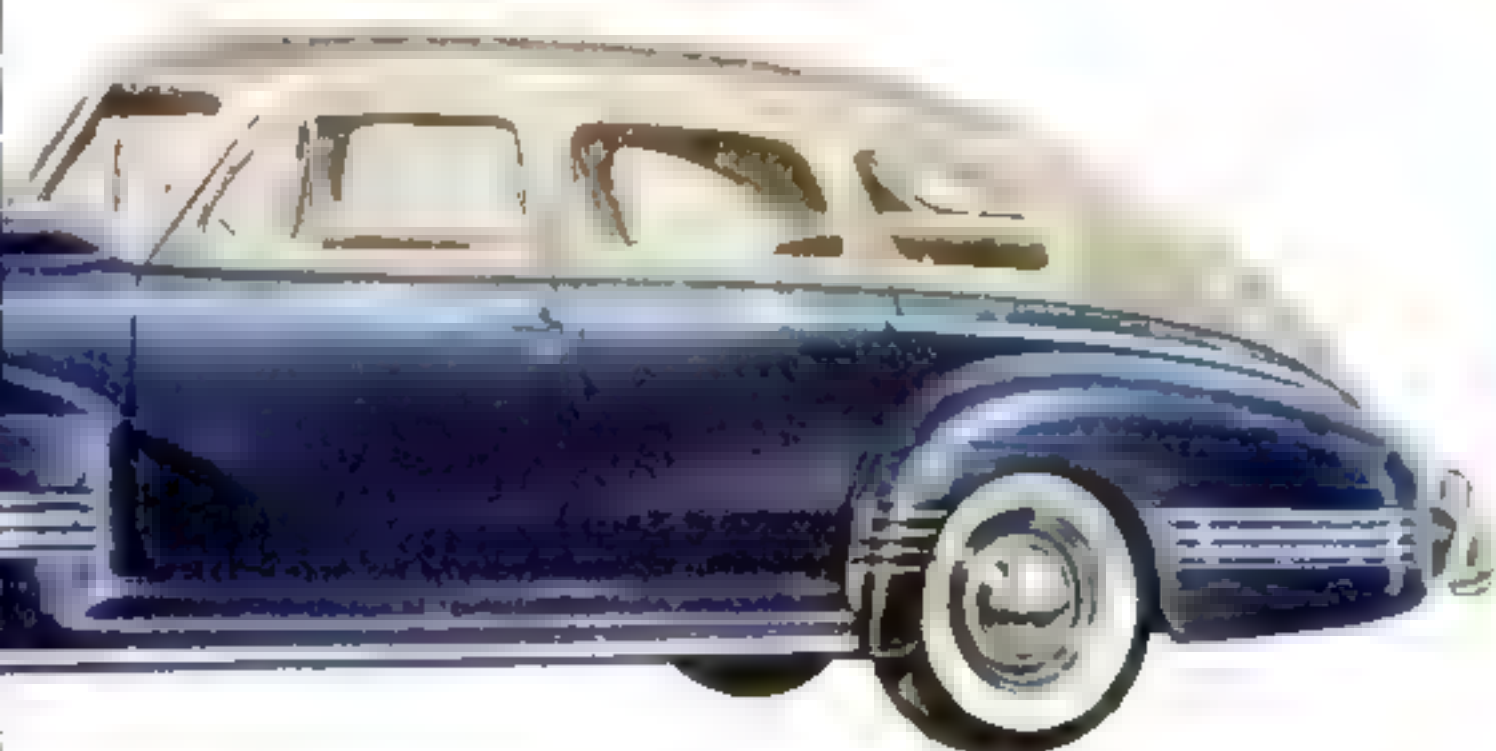
It's Another Big Year For Pontiac!

AMERICA'S FINEST
LOW PRICED CAR

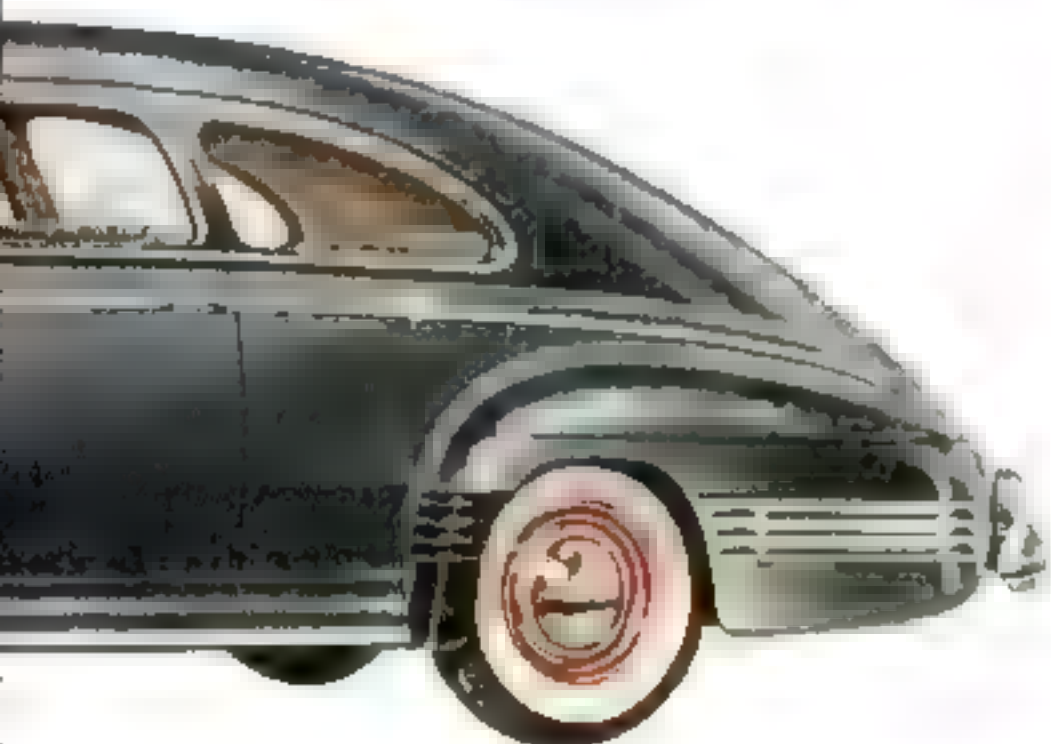
A GENERAL
MOTOR'S VALUE



SEDAN COUPE ★



STREAMLINER "TORPEDO" FOUR-DOOR SEDAN ★



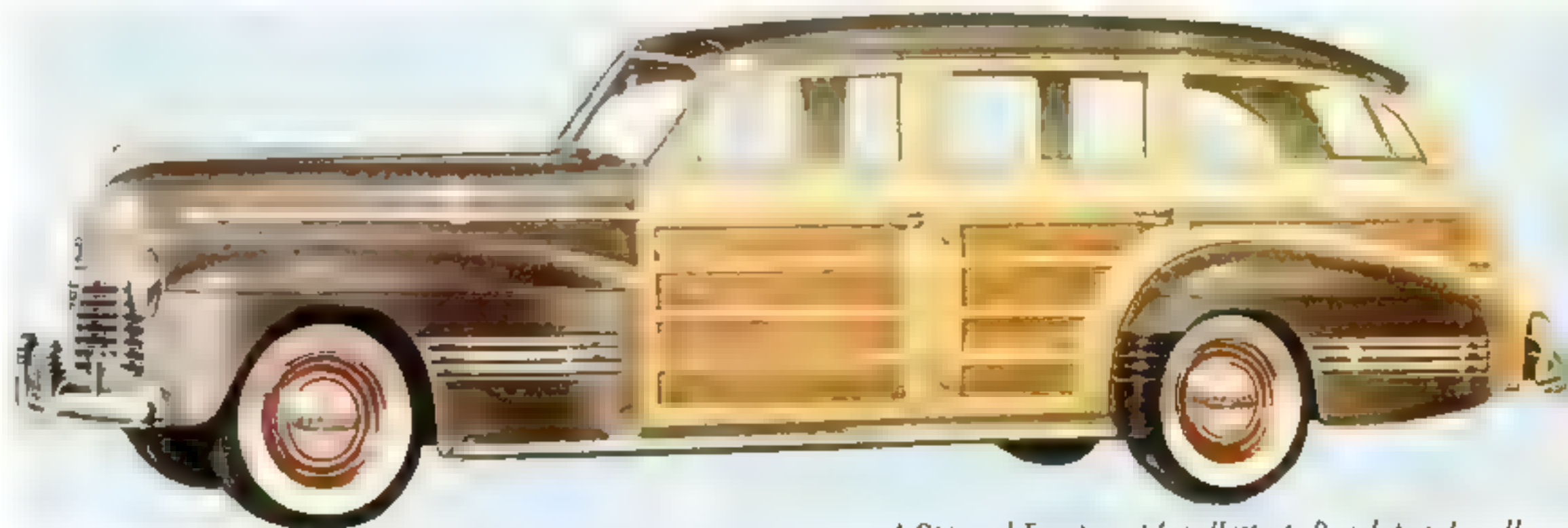
STREAMLINER "TORPEDO" SEDAN COUPE ★



FOUR-DOOR SEDAN ★



CUSTOM "TORPEDO" SEDAN COUPE ★

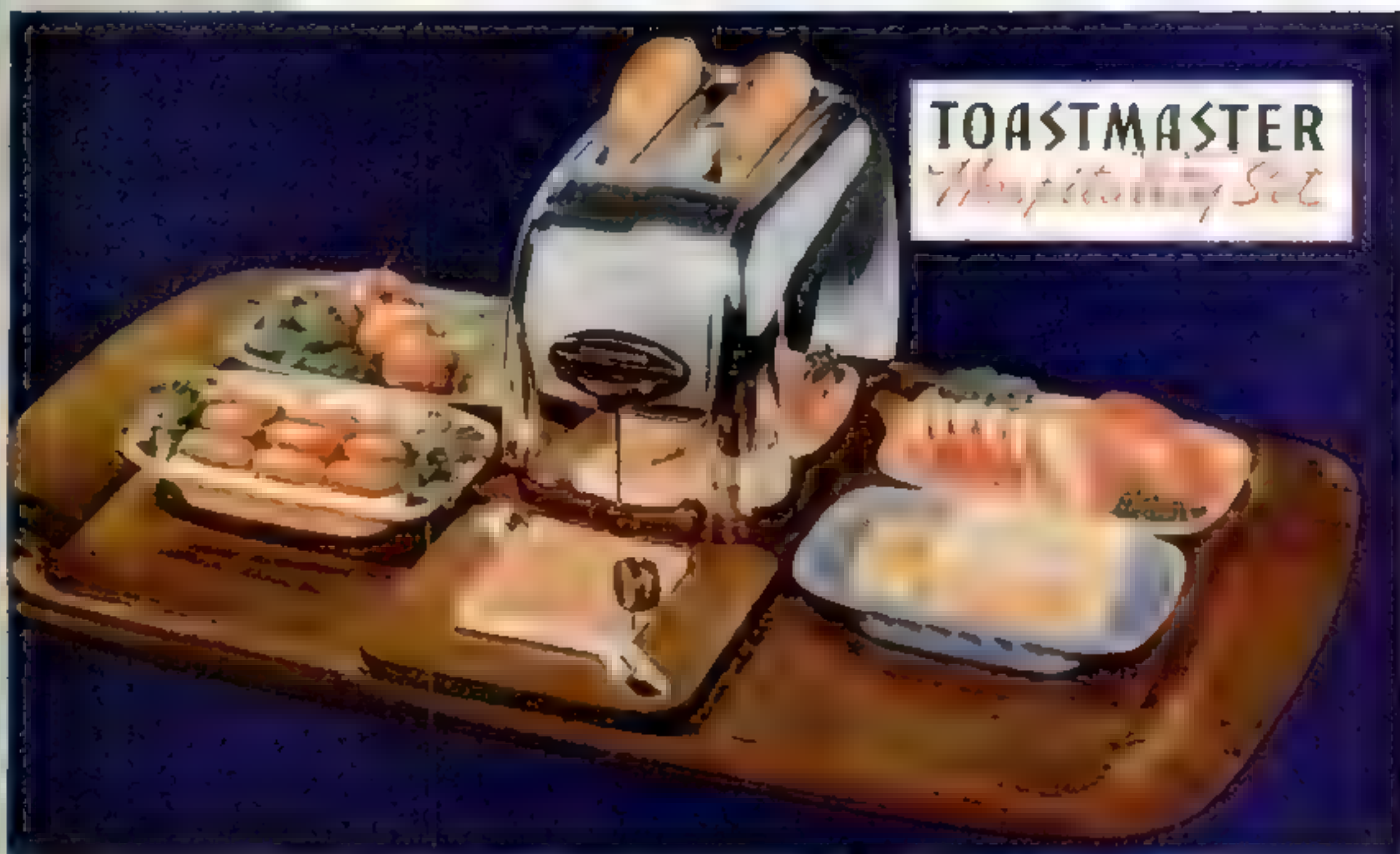


CUSTOM "TORPEDO" STATION WAGON ★

★ Optional Equipment (as illustrated), white sidewall tires and two-tone color combinations at extra cost.

HOW TO BE A HAPPY HOSTESS

IN TWO EASY LESSONS



LESSON No. 1. It's very simple, if you have this fascinating new Toastmaster Hospitality Set. What a delight for friendly, informal entertaining, with the happy hostess enjoying her own smart little party! The automatic toaster pops up the crisp golden slices, perfect every time, to be snapped into inviting toastbits by the keen little cutter. Then it's—"Make your own appetizers" from the contents of the colorful Franciscan Ware dishes... and the party's on!

LESSON No. 2. Or give a waffle supper, with the lovely new Toastmaster Waffle Service doing almost everything but eat those delicious waffles! The chrom-um laddle measures just one waffle, to a drop. The signal-light on the automatic Waffle Baker tells when the grids are hot enough to pour—and when another perfect waffle is ready. Again—a Happy Hostess! The Waffle Service is \$14.95; the Hospitality Sets are \$19.95 (as pictured) and \$23.95 (other Toastmaster products, from \$7.00—wherever fine appliances are sold). Write for your free copy of "Entertaining Hints on How to Entertain," by Harriette Rappenger.



TOASTMASTER APPLIANCES CO. CHICAGO, ILL. THE TOASTMASTER COMPANY
TOASTMASTER PRODUCTS CO. CHICAGO, ILL. THE TOASTMASTER COMPANY





PORTRAIT OF NAVAL WAR COLLEGE FOUNDER STEPHEN BLEECKER LUCE (CENTER) TOPS STAIRS OF MAHAN HALL'S FINE NEW LIBRARY OF 75,000 SPECIALIZED BOOKS

THE NAVAL WAR COLLEGE

BRIGHT OFFICERS FIGHT IMAGINARY BATTLES

Before very long the U. S. Navy may be fighting somebody. How the war will be fought has long since been practiced in the building shown above and on the following pages. There wars are fought weekly by experts. On whether or not they are fought well depends the safety of the Republic.

This is the U. S. Naval War College, the permanent school for the brains of the U. S. Navy. Here come the brightest officers in the Navy, long after they have finished Annapolis and blue-ocean sailing, to polish up their thinking. Here, in a fantasy carried into the strictest reality, they fight the war that is not yet written into the history books.

Wars are not won by passionate, hot-blooded officers. They are won by cold brains, thinking in terms of all past wars and all future combinations. Today

some 32 officers are thinking about the next war in these classic halls. Usually the enrollment at the Naval War College is close to 100 and the plan is to make it nearer 250 a year. There are three courses, each lasting eleven months. The Junior Course, for lieutenant commanders and bright lieutenants, teaches them how to fight "minor situations" in practical warfare. They are also taught the rudiments of the foreign policy of the U. S., international law, war economics and finance and the current politics of the world's chief nations. Today they are told in detail how Germany overran the Low Countries and France, how the British evacuated Namsos and Narvik and Dunkerque, how the convoys work, how the British outgunned the French warships at Oran. Finally they are given Quick Decision Problems, in which

they are shown a war setup on the linoleum floor of the "game room" and asked to solve it in less than five minutes.

After some years they may come back for the Senior Course, and finally for the Advanced Course. These carry the studies on to grand strategy and the "war-making capacities" of specific nations.

The Naval War College was founded by Commodore Stephen Bleecker Luce, on Oct. 6, 1884, 20 years after the Civil War had taught him and his successor, the great Mahan, the importance of sea power in total war. His object was "to prepare officers for the great business of their lives, practical operation of war." His first college building was the Newport, R. I. poor-house. The College is now a dun-colored group on a little island in Newport harbor.



"War game" is fought on linoleum floor. Each 6-in. square represents 6,000 sq. yd. Notice planes on sticks, weather board at right; black smoke-screen symbol.

BRAINS OF THE NAVY STUDY PAST, FUTURE



PRESIDENT KALBFUS

The best way to learn how to wage war is to wage war. Since the U. S. cannot fight real battles to teach its officers the art of war, the students of the Naval War College play at war. Says the President of the College, Rear Admiral Edward C. Kalbfus: "We are the opposite of a detective. He finds a murdered man and tries to find out who did it. We're trying to murder the man and find a way to do it." The first lesson is that battles are not fought "for the hell of it" but to accomplish a definite mission. The last and

rarest mission of all is to destroy the enemy's armed forces in a battle to the death. Usually it is enough for seapower to keep the enemy's merchant ships off the seas, to blockade his bases and hamstring his supply lines.

Undoubtedly the favorite occupation of the naval officers who are "students" at the Naval War College is to fight imitations of war on the linoleum floor shown above. Obviously these imitations cannot be the equivalent of the real thing for, as the College handbook says: "history teaches us that the outcome of more than one great campaign has hinged on some seemingly minor omission or error in human execution." The most perfect human plan must be executed by imperfect men. And in the American fighting forces, the chief idea is to give the commanders on the spot responsibility and initiative. The combat technique of the U. S. is to work out a plan to a detailed perfection matched only by the Germans and then, as the situation changes, to throw it out. Success depends on whether the key officers all have a grasp of the basic strategy, whether the commander trusts his subordinates and the subordinates have faith in the plan of the commander. "Harmonious exercise of command through unity of thought and effort" is the aim of the War College.

The battles fought in the War College are of course perfect. Each toy ship represents a specific ship in a particular navy. Their powers are limited by the demonstrated capacities shown by those ships in action. When a particular destroyer for example mounts pom-pom guns, the officers in the Naval College add that factor to their game. For every game, sides are chosen. Each fleet commander is prevented from knowing what the enemy fleet is doing by an arrangement of curtains and screens. Only when he sends out a reconnaissance force does he find out what at that moment his enemy is up to. The umpires, who are the faculty of the College, set up in advance the wind, weather and sea conditions and issue that information day by day. The students, often high officers of the Navy, do not peek at one another's curtained fleets and are not supposed to talk about the games while riding home to Newport. Sometimes a talkative officer may give away a secret at dinner and it is entirely legitimate for his "enemy" to make use of the information.

Small unrolling black screens indicate smoke screens. Planes are

DUMB DORA KNOWS WHAT IT TAKES TO MAKE YOU FEEL LIKE A MILLION SHE'S NOT SO DUMB



Can a typewriter help your child to think?

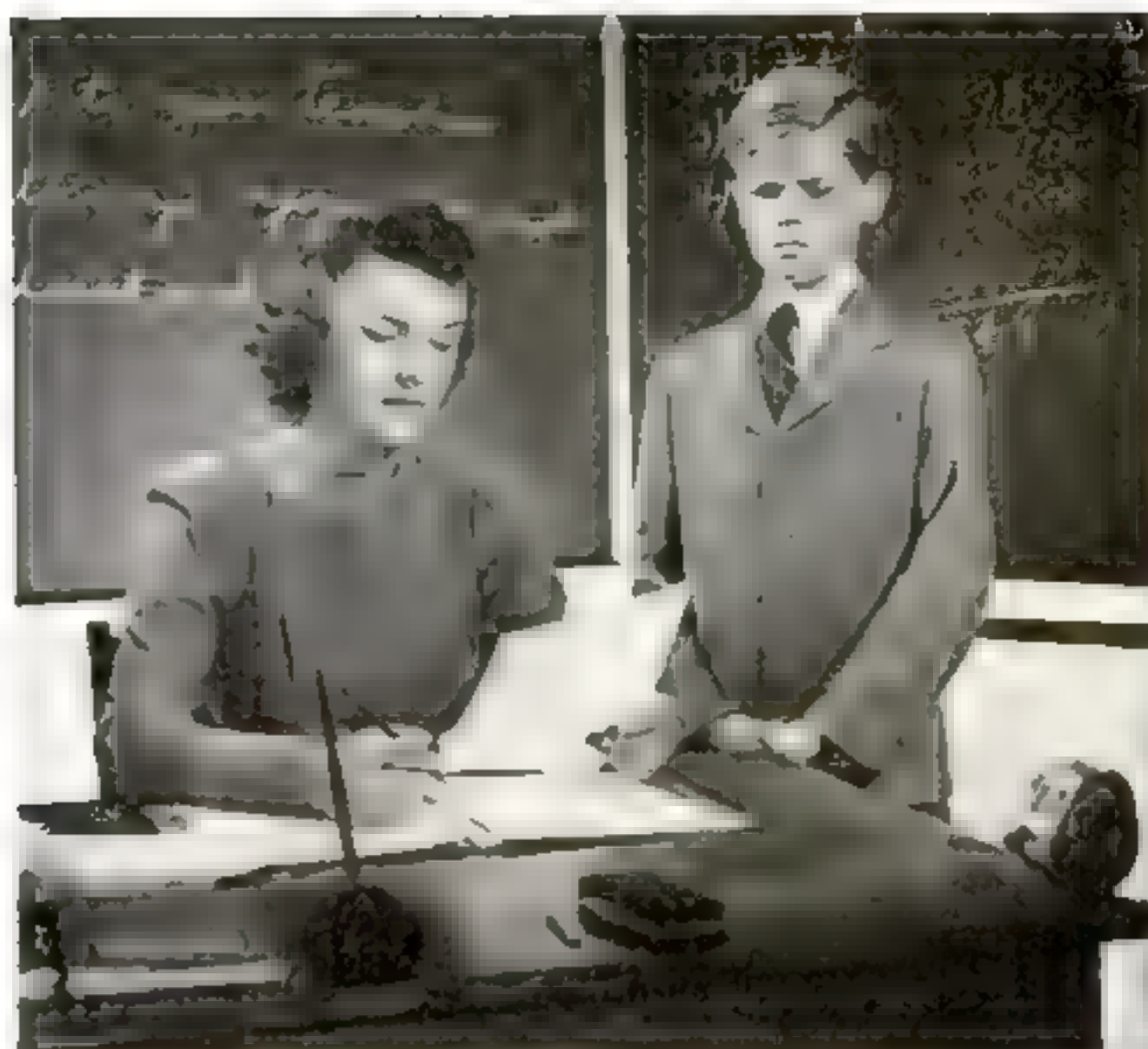
YOUR FIRST impulsive answer is probably... "No."

The correct answer is . . . Yes!

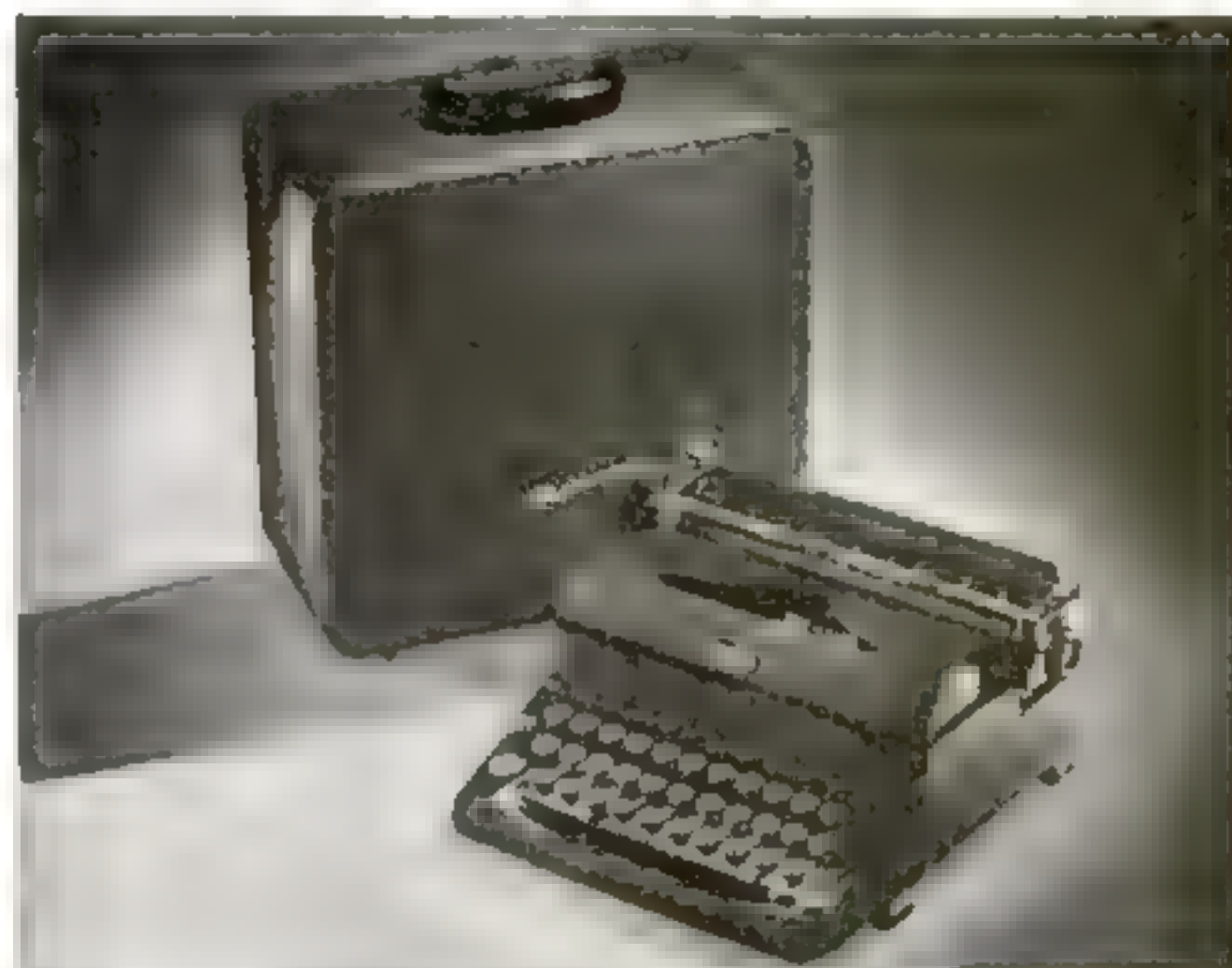
Modern educators and psychologists have found, through thousands of tests in the nation's schools, that "typewriter" children do better work . . . get from 10% to 30% higher grades in many subjects . . . than those who rely on the old-fashioned method—longhand.

Why? Because the greater speed and ease of typing free your child's energy for *thinking* . . . give wings to his eager mind.

Moreover, when your child finishes school, his knowledge of typing will be a valuable aid in *scores* of professions . . . and it can be a career in itself. The average child readily learns to type faster than he can *write*!



Don't blame the child entirely! He learns from the printed page. Yet he does his homework in *longhand*. Spelling . . . punctuation . . . grammar—all suffer in the translation from one medium to the other. Not so when homework is done on a typewriter! Typewritten work offers *direct comparison* with the printed page.



ROYAL ARROW MODEL—\$54.50. OTHER ROYAL PORTABLES FROM \$34.50 TO \$64.50

But why should you buy a Royal for your child? Because Royal is the one and only Portable that is actually a *replica* of a standard office typewriter. In durability, looks, method of operation. Royal alone has a keyboard *identical* with that on a standard office machine. (One reason why typing teachers recommend the Royal for home use.)

This Royal Portable contains those same famous features which have helped make the full-sized Royal the World's Number One typewriter: **MAGIC*** Margin (just flick the lever and your margin's set) . . . **Touch Control***, which automatically adjusts key tension to your particular touch . . . dust-proof construction . . . locked bob-less shift, which saves eye-strain, cuts down noise—these are only a few of the many exclusive Royal advantages.

Each Royal Portable includes the Royal "Self Teacher," at no extra cost. Through its use, even a 10-year-old can learn to type.

Yet the Royal costs no more than other portables! And your typewriter dealer is authorized to sell you a Royal for as little as \$3 down and \$3 a month . . . no more than the cost of *renting one*! Write to Royal, 2 Park Avenue, New York City, for a free trial in your home.

Royal Portable

The only **STANDARD** Typewriter in **PORTABLE** Size

Those in the know—ask for

OLD CROW

A Truly Great Name

**AMONG AMERICA'S
GREAT WHISKIES**



Spring house, over 70 years old, at Old Crow Distillery, where original limestone spring used by founder James Crow is still used exclusively in the distillation of Old Crow Whiskey.

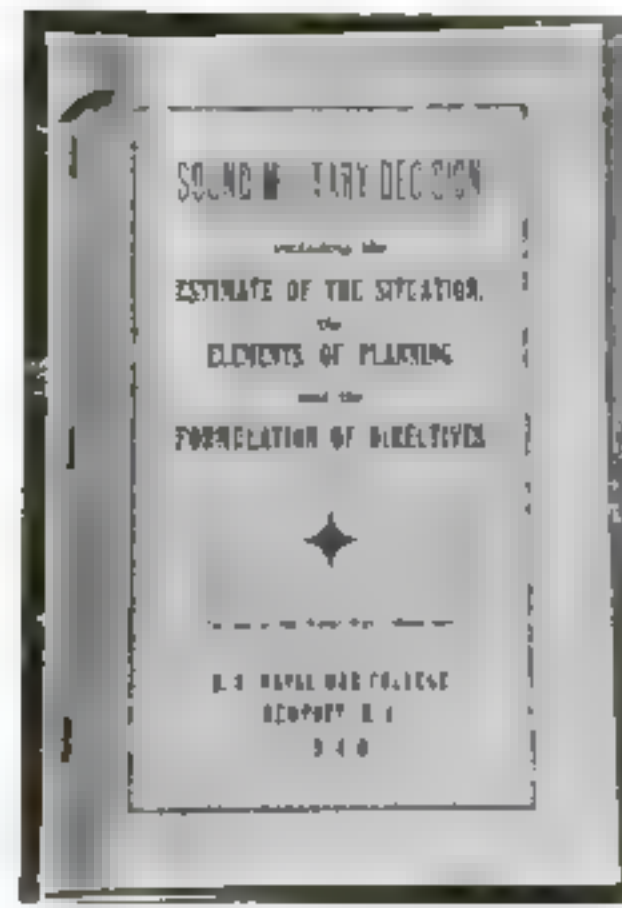


For generations, critical drinkers have looked with special favor upon Old Crow... Today this distinguished whiskey is in even greater demand now that it is available at a POPULAR PRICE.

BOTTLED IN BOND

KENTUCKY STRAIGHT WHISKEY • BOURBON OR RYE
NATIONAL DISTILLERS PRODUCTS CORP. • NEW YORK • 100 PROOF

NAVAL WAR COLLEGE (continued)



TEXTBOOK IS STRICTLY SECRET

mounted on sticks to show the altitude at which they attack. Ship movements are marked in chalk on the linoleum. The commanders of submarine and aviation units are not allowed in the room at all. They are hidden away in little offices where they hear from their commander, as in battle, whatever he wishes to tell them and whatever he wants them to do. At specified time intervals the commanders make their moves, change speed and direction, fire various guns, lay smoke screens, deliver submarine and destroyer torpedo attacks, send out observation planes or dive bombers, raid the enemy's supply ships. Sometimes a commander all unsuspecting, sends his ships

into "torpedo water," where his enemy has planted destroyers or submarines. On such a mischance, where luck would control the actual damage in combat, the head umpire allows the commander to roll a die for odd or even. On the roll depends the number of hits made on his ships.

Meanwhile the faculty sits behind a partition (called bulkhead) and judges what damage the two fleets are doing to one another. This is governed by a thick rule-book which gives the "life" of every warship in the world in terms of shell hits and rates the probabilities of a ship being hit by a bomber. After a week or more of this, it is judged that the attacking fleet has accomplished its mission, or failed.

Actual battles of the past are refought, both as they happened and as they should have happened. The favorite is the 1916 Battle of Jutland in which the British bungled the chance to finish the war. It takes three weeks to fight instead of the twelve hours it actually took. To teach quick thinking, however, the college sometimes throws in a Quick Decision Problem, with only three to five minutes for solution.

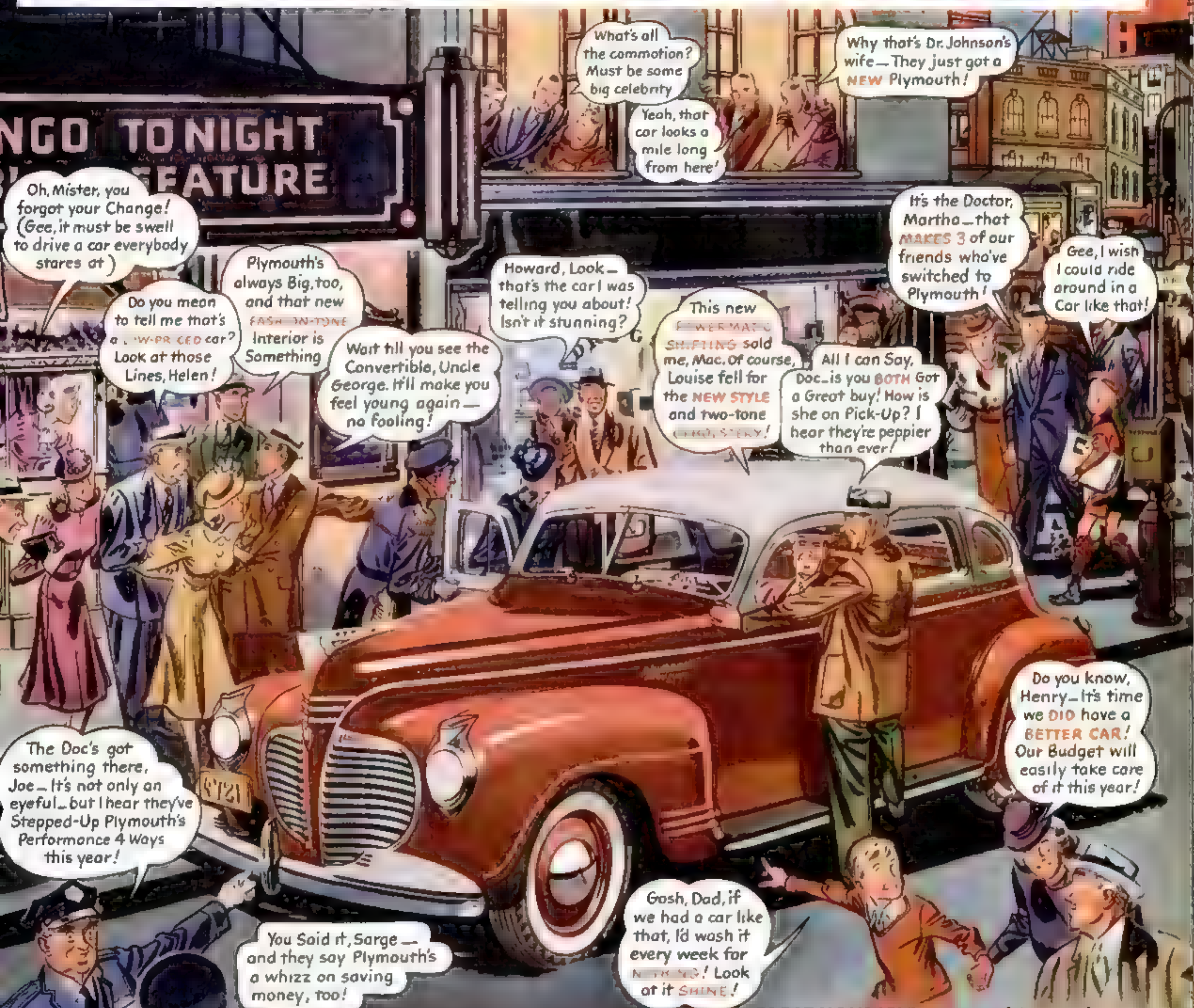
The Naval War College invites Army and Marine officers and even career diplomats to take its courses, following Hitler's technique of coordinating diplomacy and war, talk and action. Students do not wear uniforms and often outrank their instructors. The faculty of 22 officers and 40 technicians (at the moment) outnumber the student body. There are no examinations or grades but obviously able men stand out. There is also a correspondence course. On these studies in the quiet halls on an island off Newport quite possibly hangs the freedom of some 130,000,000 Americans. The U. S. Naval War College must be by the nature of its job, not just a very good war college, but the best war college in the world.



Students in mufti listen to War College Captain Holbrook Gibson, in uniform, rule on the effectiveness of a smoke screen under given wind and weather conditions.

See America's
New Low-Priced

LUXURY CAR



PLYMOUTH
THE "ONE" FOR '41

TREAT YOURSELF to more driving pleasure this year in a Big 1941 Plymouth! You enjoy 19 great advancements... including New Artistry of Design... New Fashion-Tone Interior... New Powermatic Shifting with vast reductions in driving effort... new 4-Way Step-Up in Performance, giving you new mastery of hills and traffic. Plymouth's the "One" for '41... see your Plymouth dealer. Plymouth Division of Chrysler Corporation.

FOR



THE BEER THAT MADE



COPYRIGHT 1940, JOS. SCHLITZ BREWING COMPANY MILWAUKEE, WIS.

GREAT OCCASIONS



In Every walk of Life
people have
turned to **SCHLITZ**

How the people of America have appreciated that Even Finer Schlitz is evidenced by the fact that the sale of Schlitz bottled beer during the first six months of 1940 as compared with the same period in 1939 increased more than 30%, whereas the net increase in the sale of bottled beer by the entire industry during the same period amounted to only 8%, according to figures published by the United States Government.

Just one bottle of Schlitz and you'll discover for yourself how good a bottle of beer can be.



*For almost a century the supreme
quality of Schlitz draught beer has made it the
choice of those who love real draught beer.*



IN THE CAP-SEALED CAN,
IT OPENS LIKE A BOTTLE.

MILWAUKEE FAMOUS

THE SCOTTISSUE TWINS —you'll love them both

Softie

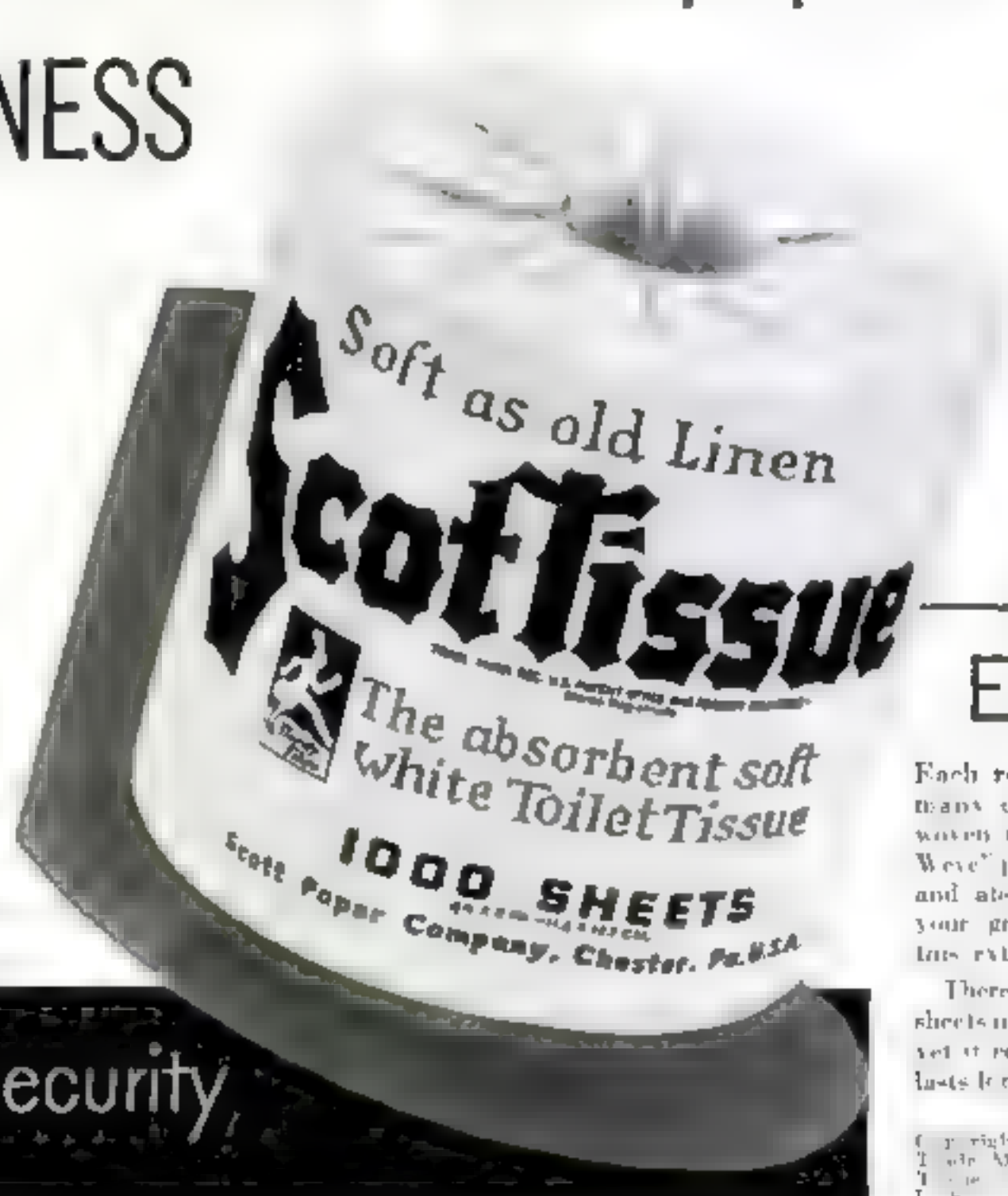
Toughie

Twin Qualities that make ScotTissue popular... SOFTNESS and TOUGHNESS

JUST try to choose between the charming softness of one of these ScotTissue twins and the other's sturdy toughness.

You'll find you can't. And you don't need to. Because softness and toughness are important *twin qualities* in toilet tissue. And softness and toughness, combined, make Luxury Texture ScotTissue an ideally balanced toilet tissue.

Your whole family will appreciate ScotTissue's gentle comfort, its *two-way strength* that resists tearing and shredding, its extra absorbency that gives complete protection. Ask your grocer for Luxury Texture ScotTissue today!



EXTRA!

Each roll of ScotTissue has many extra yards of tissue woven in by the Scott "Soft-Weave" process for extra strength and absorbency. Weigh it on your grocer's scales to prove this extra value.

There are 1000 full-size usable sheets in each roll of ScotTissue, yet it costs no more because it lasts longer.

Soft for comfort Strong for security

Copyright © 1965 Scott Paper Co.
Trade Name "Soft-Weave" Reg.
"Soft as old Linen" Reg.
U.S. Pat. 3,111,111

NAVY COMES BACK TO BROADWAY IN NEW COLE PORTER MUSICAL "PANAMA HATTIE"



PRODUCER BUDDY DE SYLVA

The way of a glib with a girl having been neglected on Broadway of late, now receiving special attention in Buddy De Sylva's newest show, *Panama Hattie*. It may well inaugurate a revival of Army Navy musicals.

When the show opens next week, De Sylva will be a theater production equivalent to Fox-Forer Ziegfeld twelve years ago. In one year he will have produced three winking musicals and run up at once on Broadway. His others are *The Fanny Husbands*, *Fanny and Fanny*, and *Panama*.

De Sylva at 44 comes to his job, now long, trained as song writer and actor and movie producer. His former successes to date include hits with composers, set for a new, big budget production, up to comedy and drama. By this fourth, Mr. De Sylva's show is now grossing over \$90,000 a week.

Street *Panama Hattie's* Edw. Mercurio, supported by Arthur Treacher and James Dean from *How to Succeed in Business Without Really Trying*, Betty Hutton, and Miss Mercurio sings to perfection Cole Porter's new songs, *I'll Be True*, and *My Mother Would Be a Fool*. Porter returns from sophisticated ditties to sentimental tunes that pay homage to songwriting. The show will be sure to draw with the younger generation.

How are you, says the show's staff, then it's over. *I'll Be True*, with Cole Porter's new song, you will recall, was a record in the world.

CLAY CHAPPELL & CO. INC.



You'll find it in the Navy. You'll find it in the Navy. You'll find it in the Navy.



You can find it all over the place. You can find it all over the place.



You can find it all over the place. You can find it all over the place.



In the dance halls of the tango bars. In the dance halls of the tango bars.



You can wear your hair in the Hindu style. You can wear your hair in the Hindu style.

HERE'S THE NEW *Master Fitter* "PATRIOT"



*For Military
and
Air Minded
Feet*

**America's Most Popular \$7.50 Footwear
Presents This Authentic Style for Fall**

SMART as a whip and amazingly comfortable too—is this swank Master Fitter Patriot—the shoe that won instant national popularity. Made of finest master calfskin with swagger strap and buckle, its sleek trim appear-

ance will win your approval on sight. In style, comfort, materials, wear and craftsmanship the Patriot is comparable to shoes selling for up to five dollars more. Check these quality points at your Master Fitter dealer's today.

\$7.50

Master Fitter **SHOES**

Made by the Master Fitter Division
FREEMAN SHOE CORPORATION, BELLOIT, WIS.

"Panama Hattie" (continue)



Ethel Merman as Panama Hattie is practically the same character she created in *Du Barry* singing *Katie From Haiti*. She wears fancy togs to impress her friend below.



Ethel's friend is a proper little tot from Philadelphia, Joan Carroll, 8. She enrages Ethel by laughing at her clothes, but here they make up and sing *Let's Be Buddies*.

THE MOST IMPORTANT NEW CAR ANNOUNCEMENT DODGE HAS EVER MADE



DODGE presents to America a Great New Car with FLUID-DRIVE

For 26 years, the public faith in the Dodge printed word has been a valued Dodge asset. Dodge has found it sound policy to make the performance of its cars exceed its promises in print.

The enthusiastic adjectives used in this advertisement represent no departure from this policy. They are used because the facts demand them.

This IS the most important new car announcement Dodge has ever made. This IS the story of the greatest car Dodge has ever built. To say less would be to slight the full and simple truth.

A. J. O'Hair President
DODGE CORPORATION

THE GREAT NEW DODGE for 1941 is longer, lower, roomier. It is completely re-designed; beautiful and distinguished in its sweeping new lines. It reflects what smart Americans call "good taste".

These things your eyes will tell you. But you'll need to "feel" as well as "see", to get the full thrill of the new Dodge Fluid-Drive.

Only by taking the wheel, on the road, can you experience the miracle of this new and wholly effortless way of driving.

Dodge Fluid-Drive frees you from the nuisance of gear-shifting and clutch-coddling. A touch of your toe on the accelerator or the brake becomes the complete driving operation. You use your hands merely to steer.

* * *

DODGE FLUID-DRIVE lets you start off in high and accelerate to top speed without shifting gears. It lets you slow down to one mile an hour... then move quickly through traffic without shifting. Halt at a stop light, then glide ahead without shifting or declutching.

You can climb hills at one to five miles an hour in high, come to a dead stop on the hill, then start up again... still in high. You can creep through heavy sand, dig out of rutted roads, plough through snow... all without declutching or shifting gears. *And without stalling the engine!*

Like many truly great things, Dodge Fluid-Drive is simplicity itself in design and operation.

There's nothing new to learn. You simply cut out two old and irksome driving motions... gear-shifting and declutching.

And when you want airplane-fast getaway, Dodge Fluid-Drive gives you an EXTRA surge of power at a flip of a finger!

* * *

IT IS OFTEN SAID that Dodge is one of America's most economical cars, in its consumption of gas and oil.

Now comes Dodge Fluid-Drive teaming up with Floating Power (which banishes engine vibration) to give you a new standard of silken engine performance. An oil-like smoothness that makes you forget that old mooted argument about the number of cylinders.

Now, for the first time, you get the remarkable economy for which Dodge has always been famous, plus a new velvet-smooth flow of power that puts to shame many an engine with more cylinders.

* * *

SOME DAY ALL CARS will come to something like Fluid-Drive. That's inevitable... with growing traffic congestion crying out for simplified driving.

But Dodge is the lowest priced car to give you Fluid-Drive today and now!

Your 1941 Dodge... with Fluid-Drive... will cost you just a few dollars more than the price of the smaller cars, without Fluid-Drive.

Dodge can give you this extraordinary value because its vast organization is especially geared to produce fine motor cars on a huge production basis.

Over 30,000 men are now engaged in producing this great new car. They are true Dodge craftsmen... imbued with the idea that only a dependable car is worthy of the Dodge name.

* * *

DODGE HAS BEEN BUILDING that kind of car for 26 years. An extra quality car at a budget-balancing price. A car for the man who wants a prestige product as well as a low price.

There are a lot of such men. That's why Dodge has sold over 3,600,000 fine automobiles.

Why, also, there are more Dodge cars on the road than any other fine car in the Dodge field.

* * *

THE 1941 DODGE was conceived in the industry's newest and best-equipped engineering laboratories. It is the result of years of testing and re-testing. Even such a factor as the type of rubber used in Dodge was specified as a result of research by our engineers.

And there are no less than half a hundred other new improvements in Dodge for 1941 that came from the minds of these same engineers.

We're tempted to tell you about all of these exciting innovations. But you'll get the thrill of them best if you go to see the car... and discover for yourself its vast wealth of new comforts, new conveniences, new luxury features.

* * *

A TRIP TO THE DODGE SHOWROOM will confirm every word of this message. A ride behind the wheel will supply an experience no words can convey.

No matter how much MORE, or how much LESS, you expect to pay for a car this year... by all means look at the big new... great new... dependable Dodge. Ride in it and experience the thrill of Fluid-Drive for yourself. Ask your dealer for a free book that gives you the whole story.

Once you pilot a 1941 Dodge with Fluid-Drive, we believe you won't be content until you own it!



STRIKING POWER OF THE NAVY'S AIR ARM SPEEDS OUT TO SEA IN CLOSE FORMATION. THESE ARE FAST, POWERFUL DOUGLAS TORPEDO BOMBERS FROM CARRIER "ENTERPRISE"

NAVAL AVIATION

THE U.S. HAS BEST IN WORLD

By any standard, the U.S. Navy has the best air arm of any navy in the world. Its aircraft carriers are the finest afloat and, while its 1,812 useful planes are not as modern as they ought to be, they are nonetheless better than those of any other power. With six carriers afloat, four building and eight more authorized, the Navy will have 18 carriers by 1944. The Navy is now somewhat shy on pilots but by 1943 it expects to have 23,000 aviators and ground crews of 140,000 to man an eventual airfleet of 15,000 planes. American naval aviators trained at Pensacola are the world's best sea fliers and give the Navy an unmatched aerial "know-how." An instance: the U.S. gets planes on and off carriers three times as fast as any other navy.

No sea battle today can be fought without airplanes, whose function is to extend the fleet's scout-

ing and striking power. Out ahead of the main battle body, the scouts and bombers report on and harass the enemy while the fighters struggle to gain mastery of the air. Command of the air is important at sea as it is on land. Other things being equal, a fleet with a superior air arm has a decisive advantage.

On the following pages are the planes of the U.S. Navy, painted for LIFE by John T. McCoy Jr. The drama of these new aerial weapons has caused many to think the air arm should be set up separately from the Navy. But thoughtful Navy men realize that, whether or not there is a separate air force (like the R. A. F.), the Navy still will train and command its own air arm. More and more Navy officers of the line are becoming familiar with aerial problems because the Navy knows that intelligent gearing of air and sea forces is what can win battles.

A pep talk is delivered by Lieut. Raymond Sharpe to his men on deck of *Enterprise*. Carrier crews are like football teams, display fanatical zeal in being better than crews of other carriers.



The "ready room," pilots of a squadron about to go up get instructions from their squadron leader. The instructions come by telephone from "airplot," the operations plotting room.





The patrol bomber is the eye of the Navy, flying great distances from shore bases to act as the farthest advance unit of the fleet. These are the 15-ton Consolidated PB1 flying boats which have a range of better than 4,000 miles

and a speed of 180 m.p.h. Since patrol planes also double as bombers (and vice versa), these ships can carry two tons of explosives and act as level flight bombers in combat. The lettering on the nose of these planes places them as

members of Patrol Squadron 21, planes 1 and 2 of their section. The red bands on engine cowling and fuselage and red chevron on the wing midsection identify them as being planes of Section 1. Below them is aircraft carrier *Lexington*.



FIGHTING SQUADRON 7

VF-7

ΠΡΩΤΟΙ ΣΤΡΗΓΕΥ



BOMBING SQUADRON 2

VB-2



SCOUTING SQUADRON 6

VS-6



TORPEDO SQUADRON 2

VT-2



PATROL SQUADRON 21

VP-21



CRUISER SCOUTING SQUADRON 5

VCS-5



OBSERVATION SQUADRON 1

VO-1



UTILITY SQUADRON 3

VJ-3



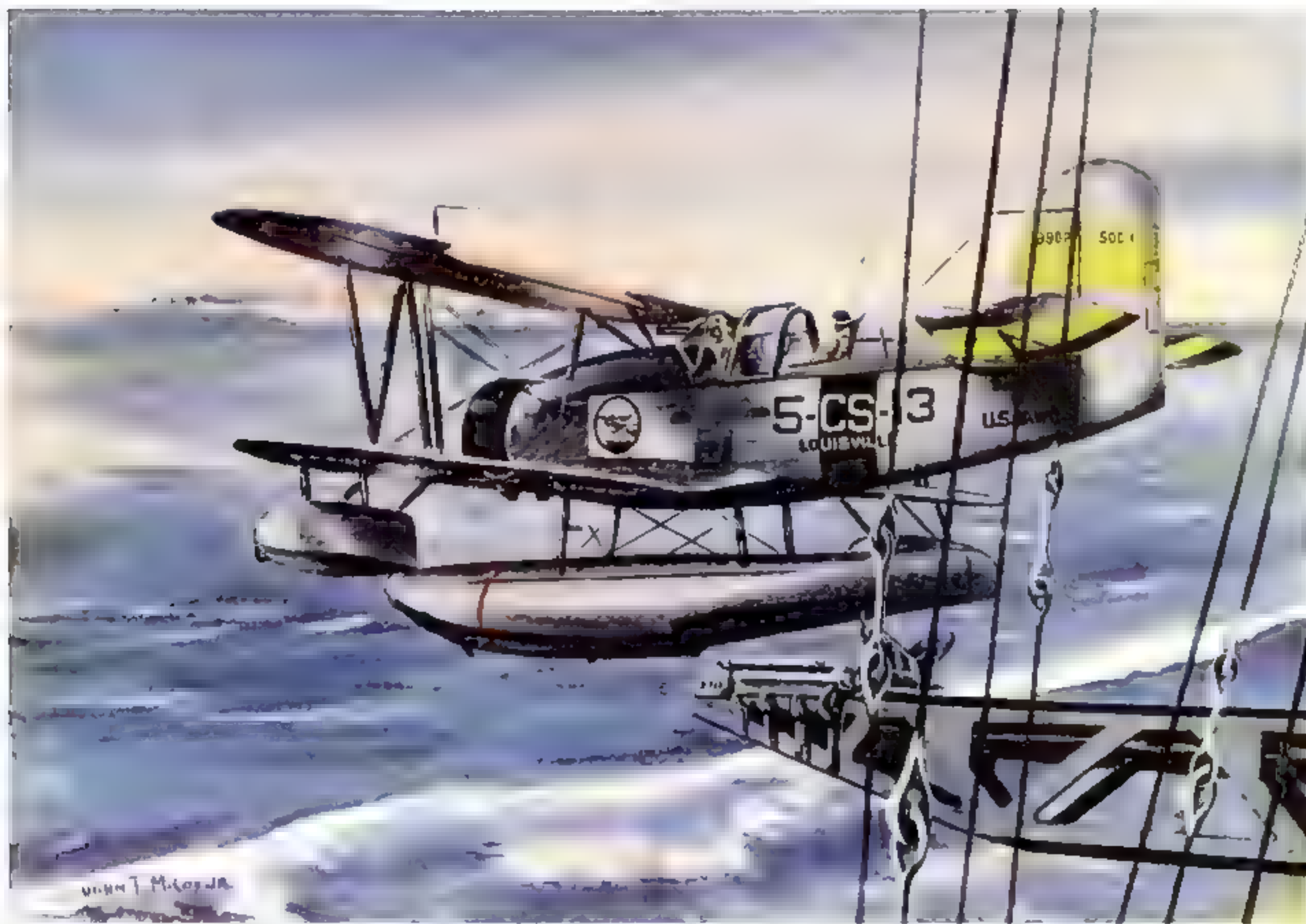
The torpedo bomber goes into action carrying a large torpedo or a load of bombs. With a torpedo it is flown a few yards above water when ready to fire, aiming the whole plane at the target. The Douglas TBD's above have speed of 200 m. p. h., range of about 1,000 miles. The lemon-yellow tails on

these show they operate from the U. S. S. Lexington. Their squadron insignia, shown in line-up of insignia at left, is very descriptive: a bomb riding a torpedo. Here the planes have burst through a smoke screen laid by accompanying planes. The destroyer below is laying another smoke screen.



The utility transport is a working plane, used to carry personnel and materiel. This Sikorsky JRS ("J" for utility, "R" for transport, "S" for Sikorsky) is an adaptation of Pan American's Sikorsky amphibians. At a speed of 125 m. p. h., it has a range of about 2,000 miles. Blue paint on the engine cowl-

ing shows plane is left unit of third section of its squadron—Squadron 1. Blue is the identifying color of all Navy third sections. A full circle on the cowling means the plane is the section leader. The band on upper half means that the plane is left unit of section, on bottom that it is right unit.



The scout observation plane is based on a cruiser or a battleship. Launched by catapult, it gets back to its deck by landing alongside the ship and being hoisted aboard by a crane. This is a Curtiss SOC being catapulted from the deck of the cruiser *Louisville*. It has a speed of 160 m. p. h., a range of

1,000 miles. Each cruiser carries four of them, uses them to scout the enemy and sometimes to drop light bombs. Next to hunting for the enemy, the most important work of the scout is gunnery spotting—flying high over the opponents and reporting back by radio the effect of its ship's gunfire.



The lighter plane is the fastest thing the Navy owns. These Grumman F4F's, new planes just going into production, have gone faster than 250 m. p. h. in test runs. Their function is to beat off enemy bombers and keep enemy scout planes from making observations. The F4F, a single seater,

carries multiple machine guns. Blue tail on these fighters shows that they are based on carrier *Enterprise*. They are flying here in ideal attack position—coming down in formation, the sun behind them. Sun blinds the enemy, who will not see the attackers until they are almost on top of their quarry.



FIGHTING SQUADRON 5
VF-5



BOMBING SQUADRON 4
VB-4



SCOUTING SQUADRON 3
VS-3



TORPEDO SQUADRON 3
VT-3



PATROL SQUADRON 43
VP-43



CRUISER SCOUTING
SQUADRON 8
VCS-8



OBSERVATION SQUADRON 3
VO-3



UTILITY SQUADRON 1
VJ-1



The scout bomber serves the double duty its name suggests. As a scout, it carries auxiliary gas tanks to give extra range. As a bomber, it carries one 1,000-lb. bomb. Like most Navy bombers, it is designed for dive bombing, a method of com-

bat that the U. S. Navy developed long before anyone else. These Vought SB2U's, peeling off into a dive to drop bombs on an enemy target, have a speed of 250 m. p. h., a range of 1,000 miles. Green tails identify them as attached

to the aircraft carrier *Ranger*. The red stripes on their tails are painted there as visual aids to the deck officer of the carrier when the planes are landing. All Navy wing tops are painted orange to help spot planes forced down at sea.



Taking off, a German amphibian lifts quickly from the broad deck of the *Enterprise*. Planes usually take off from the carrier's forward deck, land on the after deck. So that planes taking off and landing will be flying into wind, carrier heads into wind during flight operations. Sometimes planes are catapulted from hangar deck.



Coming down to carrier, the amphibian has landing hook down (hanging from tail). When plane lands, hook engages landing cable strung across deck, which pulls plane to quick stop. On deck always is landing signal officer who watches to see that hook is down, and that the plane is making good landing. If it isn't, he waves it off.



Stowing the planes away is an exciting matter of split second speed and precision. As the planes swoop swiftly in, one right after the other, the service crews waiting on the walkway (right) dash out, shove the planes down to the end of the deck where they are dropped below to hangar deck or packed on flight deck if hangar is full.

CONTINUED ON NEXT PAGE

A NEW AUTOMATIC G-E Radio-Phonograph THAT HAS EVERYTHING!



LOOK what you get! *Dual Beam-a-scopes* (no aerial—no ground) for finer foreign and domestic reception! *Dual Dynapower Speakers* for better tonal balance! Automatic record changer—improved type pick up and tone arm—3 bands—automatic volume control! And last—but not least!—a special "Roll-out" phonograph compartment! See and hear this magnificent new instrument. You'll be delighted with its genuine mahogany cabinet—you'll be thrilled with its golden tone.

GREATER TONAL RANGE
Before you buy any radio-phonograph, be sure to hear the full range golden tone of a General Electric—the tested and proved method of sound reproduction.



MODEL J-808

EASY TERMS—LIBERAL TRADE-IN ALLOWANCE



NEW ELECTIONEER MODEL

Model J-51—Built-in Beam-a-scope (no aerial—no ground)—Dynapower Speaker—Powerful Superheterodyne Circuit—and other important features. Cabinet of American Walnut and Sapeli Wood Veneers.



**LOOK TO G-E FOR
THE LATEST IN RADIO**

For Replacements, Specify General Electric
Golden Tone Preferred Type Tubes

Everybody Wants One!

NEW CAMERA-TYPE CARRYABOUT RADIO

Model JB-410—You can take it with you wherever you go! It is designed to resemble a small camera. Light in weight and only eight inches long. Has remarkable tone. Long-life batteries. Case finished in simulated leather with dark maroon plastic trim.



GENERAL ELECTRIC



The torpedo bomber hangs by its tail over the side of the *Enterprise* while the white-uniformed officers on the deck, standing on the walkway which runs below and along either

side of the flight deck, direct how to get plane up. When the bomber went over the side her landing hook had already been engaged so she hung there like a harpooned whale.

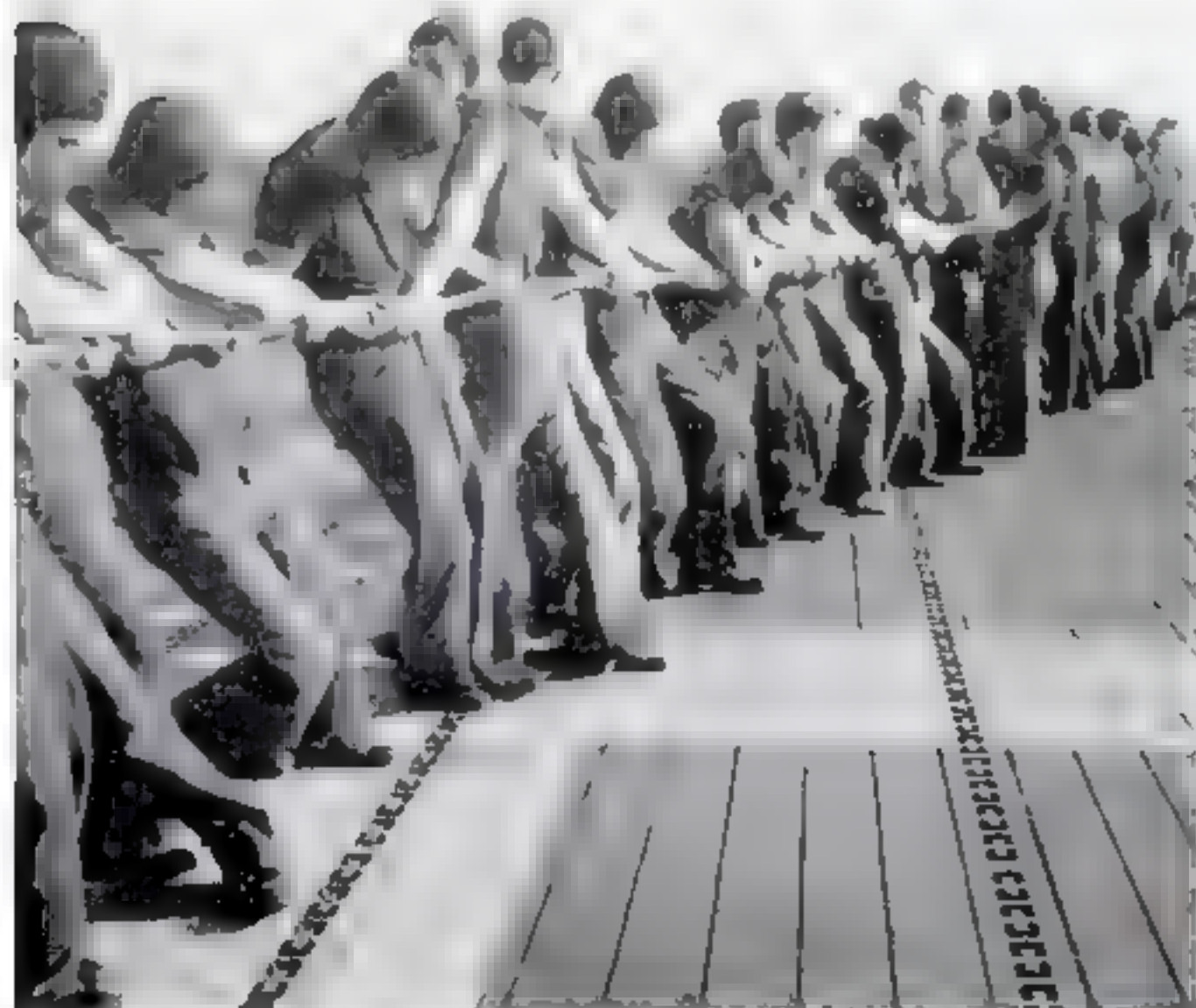


The bombardier is hauled up. When a plane crashes, first man rescued is the pilot, who is most valuable man of crew. Next comes bombardier, finally radioman.

CRACK-UPS ARE PRICE PAID FOR EXCELLENCE

The Navy knows that the price of aerial perfection is practice or, as the Navy puts it, you can't make an omelet without breaking eggs. As long as it constantly jacks up its standards, the Navy expects to have plane crack-ups. But though the *Enterprise* has had dozens of crack-ups since she was commissioned in 1938, she has never lost a man in one.

Most crashes are serious business. The one shown here had its funny side. A Douglas torpedo bomber (shown in color on page 72) came in to landing, skidded across the deck and over the side. Its wheel smashed into a launch below which a conscientious coxswain was refitting. He was just putting on the last touches of polish when the plane spilled a mess of polish, grease and gasoline over him and his spick-and-span launch. The coxswain picked himself up, swore like a sailor at all flying fools and, still fuming, climbed up on deck. The harassed deck officers were wondering how to get the plane back up (opposite page) when the coxswain made a now classic suggestion. "Why don't you paint the damn thing gray," he advised, "and let it hang there."



Trying to pull the plane up, the crew hauls on a long cable. But the plane wouldn't come up. Finally it had to be lowered into a barge and carried ashore for repair.

CONTINUED ON NEXT PAGE

GEORGE BURNS

GRACIE ALLEN

GRACIE, WHAT'S THE BEST WAY TO COOK AN EGG?

WITH SPAM

'N' EGGS BY GRACIE
Quickly brown quarter inch thick slices of SPAM in frying pan, serve with fried eggs. Makes a grand Sunday morning breakfast. It's just one of many tricks you can do with the Hormel meat in many uses. Just ask George and Gracie—of your grocer!

LOOK, GRACIE, IT'S A SPAM BAKE!

DON'T BE SILLY GEORGE, IT'S SPAM 'N' WAFFLES!

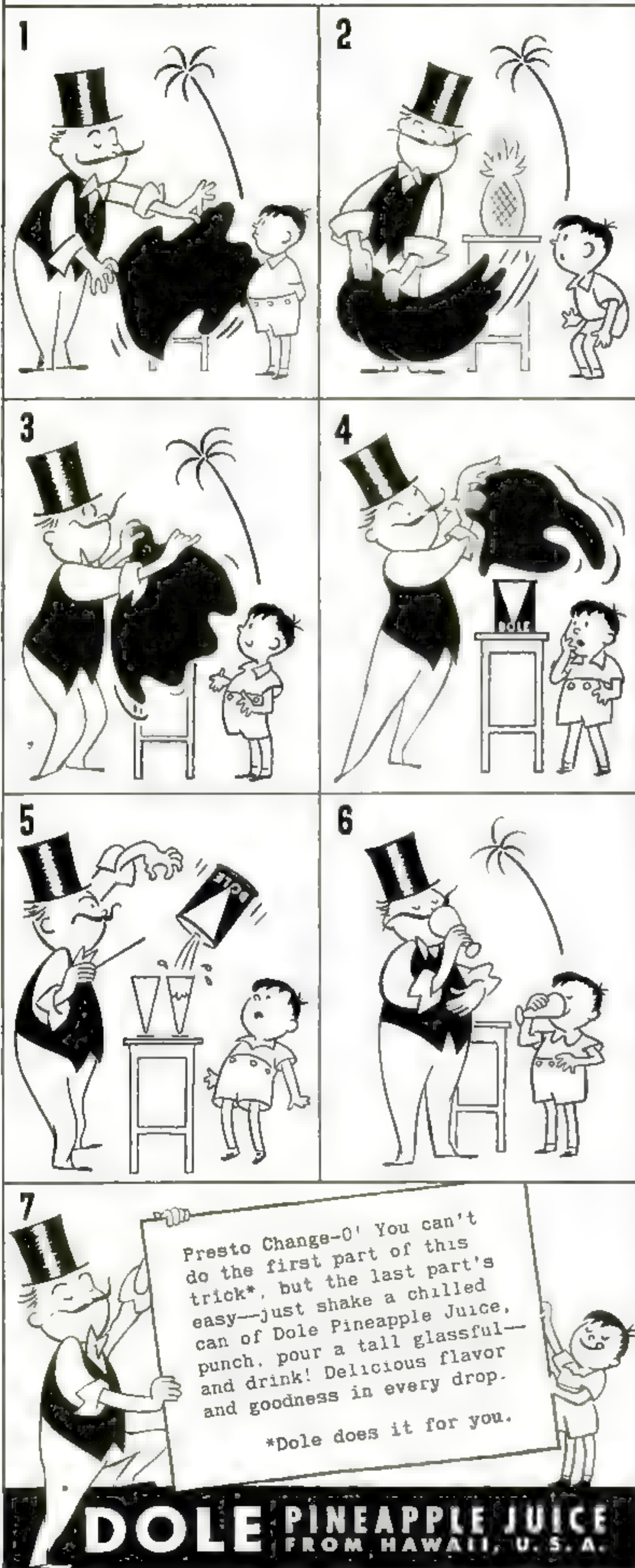
HORMEL GOOD FOODS
SPAM, CHILI, HAM, CHICKEN, SOUPS, DINTY MOORE PRODUCE

SPAM IS A REGISTERED TRADEMARK

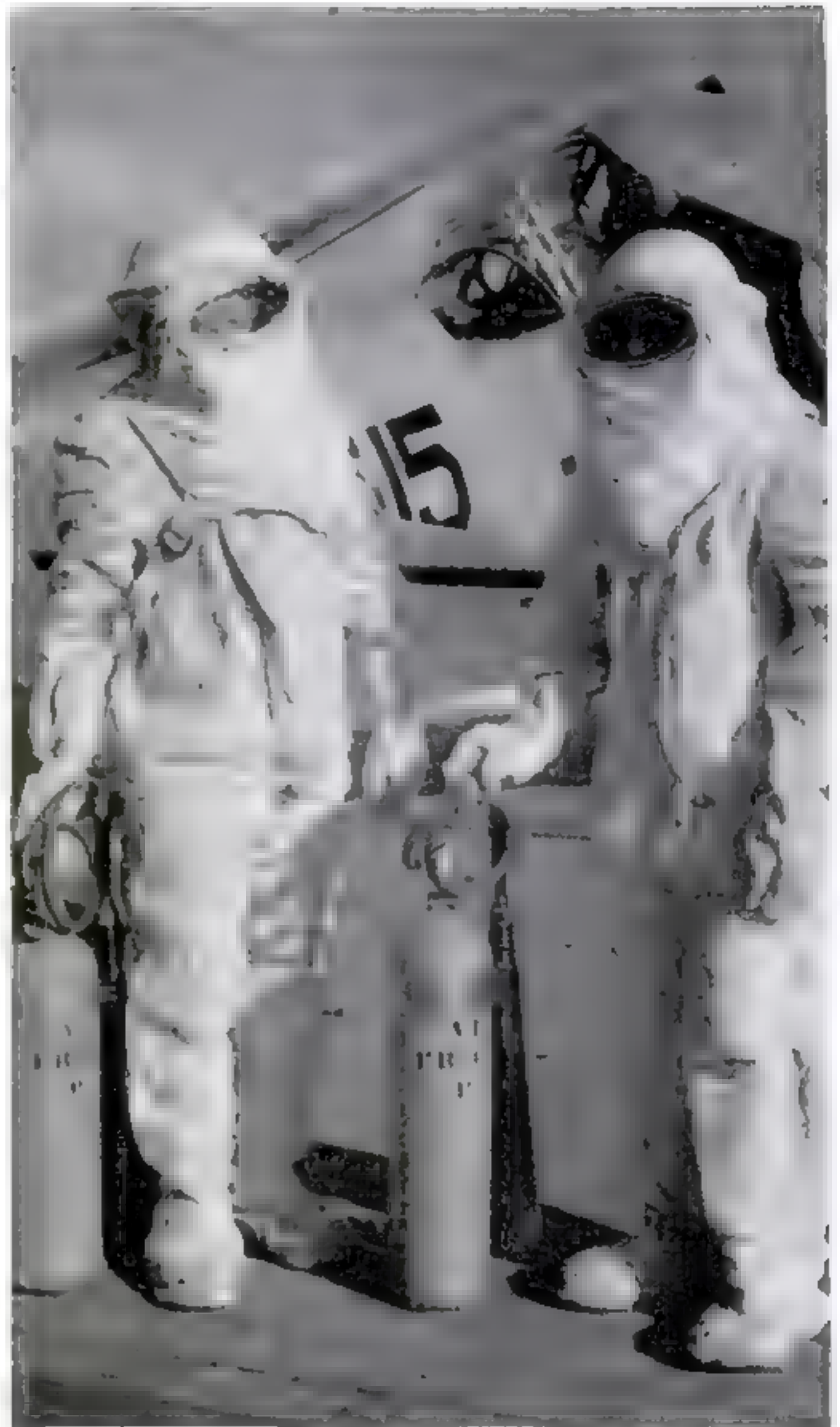
COLD OR HOT SPAM HITS THE SPOT

SPAM
PINK SHOULDER MEAT WITH HAM MEAT ADDED
NO MSG ADDED (EXCLUDING JUICES)

HAWAIIAN MAGIC



NAVAL AVIATION (continued)



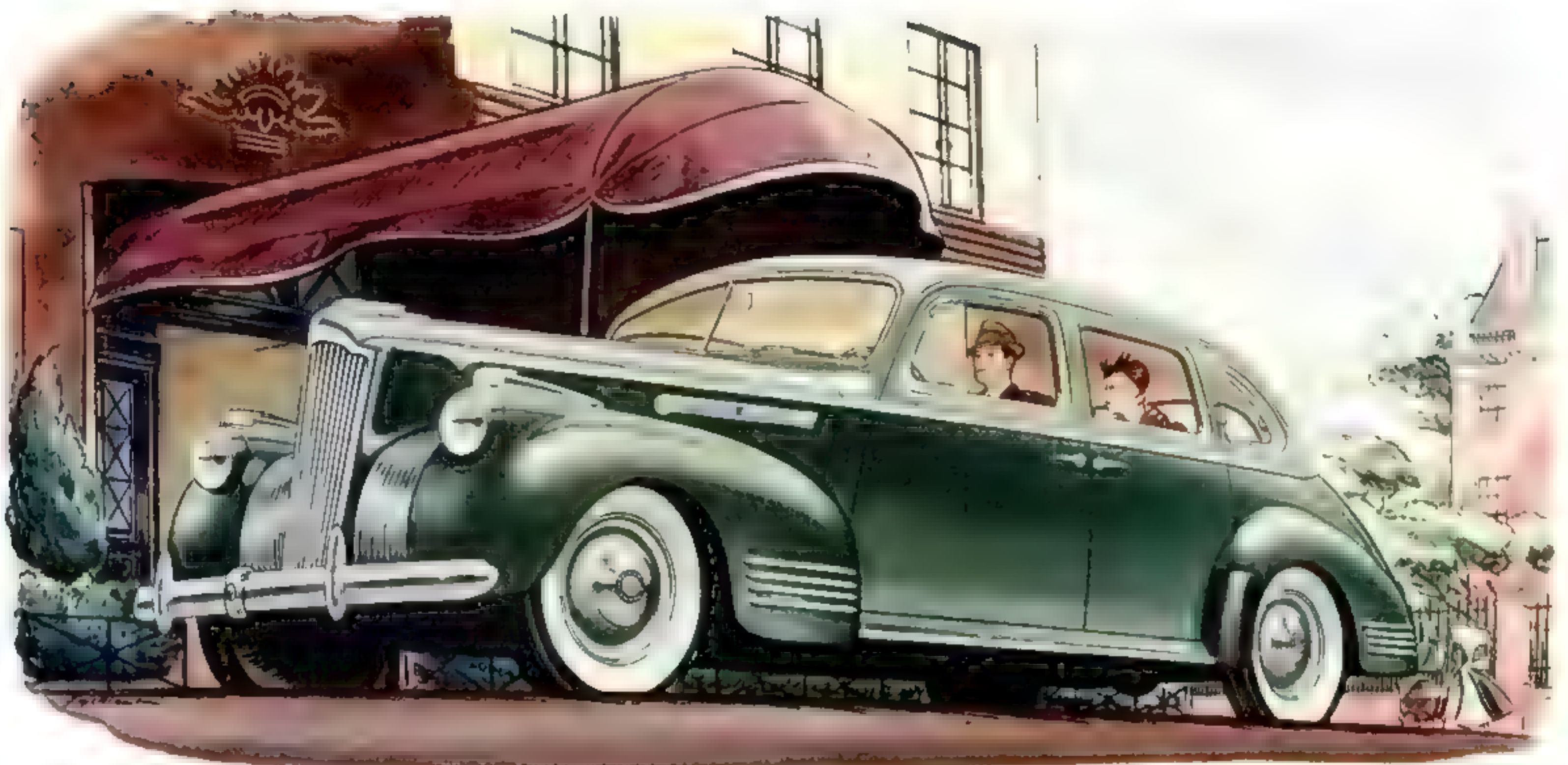
Men in asbestos stand by during all flights to haul fliers from crashed planes which catch fire. Young seamen take this job which calls for guts rather than experience.



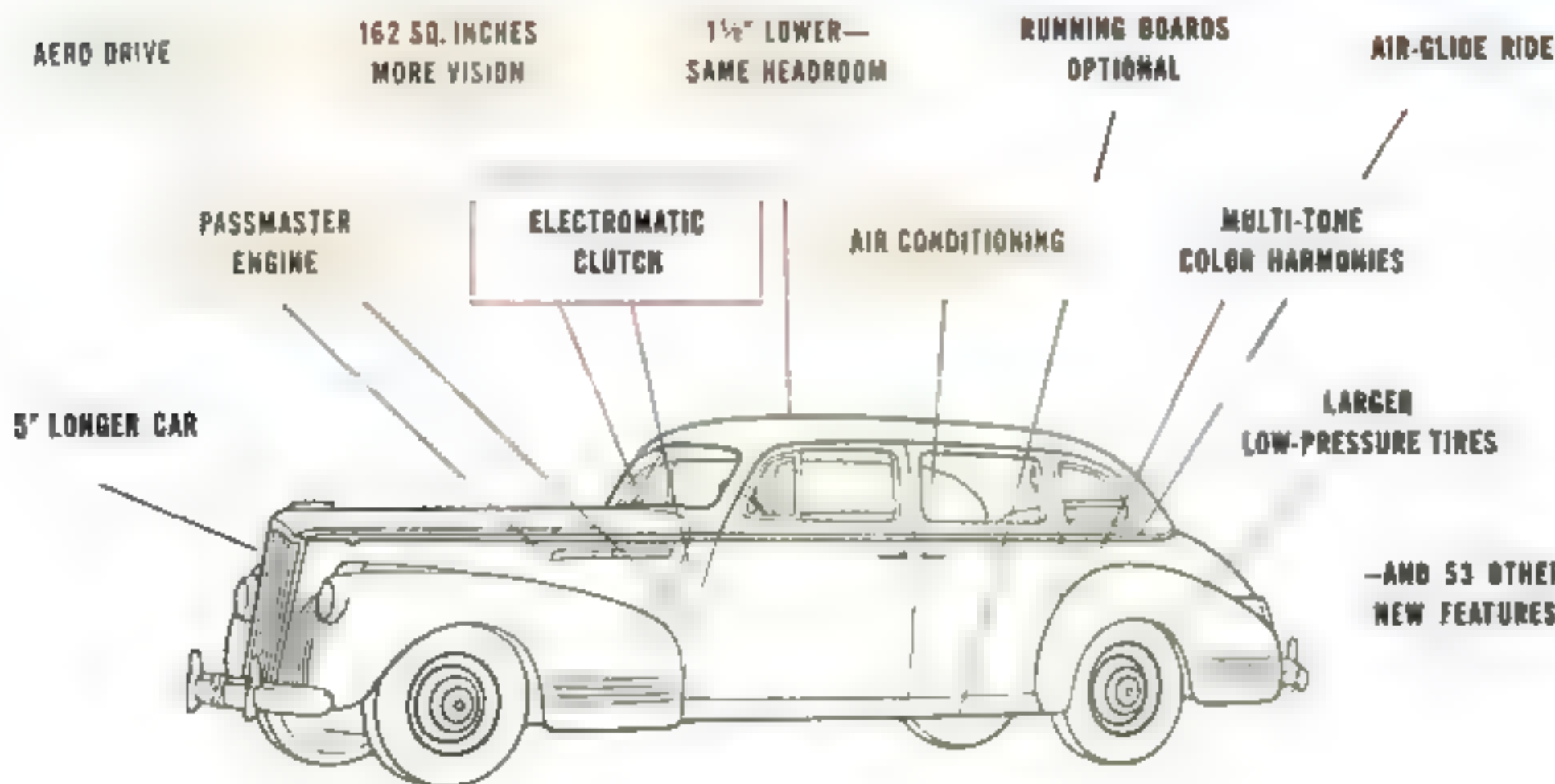
Service and handling crews wear tight shirts and tight helmets against wind and wash of propellers. They are standing on walkway. Across sea is famed Diamond Head.

Cuts your footwork in half!

Packard Electromatic Clutch



Illustrated: the new Packard One-Ten Deluxe Touring Sedan



ONCE YOU TOUCH THE STARTER of the new 1941 Packard, you've opened the door to amazement in motion—new and more effortless than you ever dreamed of!

For in this brilliant new Packard, your left foot loafs. It just goes along for the ride, the car itself operates the clutch.

The Packard Electromatic Clutch takes over

the clutch operation . . . the letting-out and letting-in that used to keep your left foot so busy. This moderately-priced Packard optional feature has none of the defects that marred earlier self-operating clutches. It engages at *just the right rate*, neither too slow nor too fast. A combination of electrical and vacuum control does a smoother job of operating the clutch than you would do for yourself.

It has the further advantage of making the conventional foot-clutch available, if desired, by touching a button. And, in combination with the Aero-Drive, this Packard improvement not only eliminates footwork on the clutch—but reduces gear-shifting as well!

The Electromatic Clutch is only *one* of 64 bright new features that make the 1941 Packards the most exciting cars of the year. There's glamorous new Multi-tone beauty—inside and out—with no less than 261 color harmony combinations.

There's the Passmaster Engine, 10% more economical than preceding thrifty Packards. There's Aero-Drive*, giving you a dividend of *one mile free in five!* There's Air Conditioning* (a Packard first) which puts heat and humidity to rout with real refrigeration. There's Feather-light handling ease, Air-Glide ride, —and these are only the starting points!

Make no mistake, the new 1941 Packard is *new* from stem to stern. Longer, lower, lovelier, infinitely more luxurious, it's truly the Class of '41. See it now, and—*Ask the man who owns one!*

*Available at extra cost.

P.S.

Your Packard dealer has the good news about 1941 prices!

NEW PACKARD—the Class of '41

OCTOBER 21 TO NOVEMBER 15

Canned



SOME OF THE MANY WAYS DIFFERENT VARIETIES OF PEAS MAY BE SERVED

A—Individual Salmon Mounds with Canned Peas. Combine a No. 1 can of real salmon with 1 egg, 1/2 cup butter, 1/2 cup milk and salt and pepper. Mix thoroughly. Pack into well-buttered muffin tins and bake in water bath in oven at 350° F. for 20 minutes. Then break egg into hollow of each and bake until egg is done. Lift out carefully with spatula. Serve with creamed or buttered canned peas.

B—Lamb Chop Potato Pate buttered canned green peas in potato chip baskets, baked pastry tartlets, or patty shells, and serve with nicely breaded thick rib lamb chops. Garnish with mint.

C—Mushroom Fondue with Canned Peas and Cheese Sauce. Make a cream sauce with 1 tablespoon butter, 1 tablespoon flour and 1 cup milk. Add 1/2 cup dry bread crumbs, 1/4 teaspoon salt, 2 tablespoons chopped green pepper, 1 tablespoon chopped onion, 1/2 cup cooked sliced mushrooms, and 3 beaten egg yolks. Fold in 3 beaten egg whites and bake in a buttered and floured ring mold at 325° F. for 45 minutes. until brown and set. Unmold and fill center of ring with hot drained peas in mild cheese sauce. Garnish with quartered fresh tomatoes and parsley. Serves 4.

D—Chicken Shortcake with Canned Green Peas. Creamed chicken with mushrooms, served on hot waffles or hot biscuits or toast, surrounded by peas.

E—A grand "leftover" idea—Mixed Vegetable Casserole. Cook peas and vegetables chosen for color, texture and flavor harmony with seasoned white sauce. Canned peas blend well with almost any vegetable. Turn into casserole or unbaked pastry shell, top with pastry cut-outs, and bake in hot oven (425° F.) for 20 minutes. White sauce may be seasoned with bouillon cube.

F—Porcupine Meat Balls. Mix 2 cups cooked ground meat with 1/2 cup uncooked rice, 1/4 cup sliced green pepper, 1 small onion, minced, 1 slightly beaten egg, and salt and pepper. Place in casserole and add 2 cups tomato juice. Cover and bake at 350° F. for 1 hour, or till rice is tender. Serve with canned sweet wrinkled peas.

G—Serve Yourself Salad. Arrange some canned peas in separate bowls and let your guests mix their own. A pleasing combination is tomato, hot drained canned peas, sautéed in butter, stalks carrot cubes, deviled eggs, tomato wedges, cucumber slices, olives.

Honor Roll

The companies listed here have joined together to give housewives the modern story of Canned Peas: their marvelous health story and appealing new ways to serve them.

ANDERSON CANNING & PICKLE CO., Dodge Center, Minn.
ATHENS CANNING COMPANY, Athens, Wis.
AUGUSTA CANNING COMPANY, Augusta, Wis.
BAKER CANNING COMPANY, Dundas, Wis.
H. C. BAXTER & BROTHER, Brunswick, Maine
BLAIR PACKING CORPORATION, Fall River, Wis.

BLUE MOUNTAIN CANNERIES, INC., Dayton, Wash.
BOZEMAN CANNING CO., Mt. Vernon, Wash. (Also Montana)
BROWNSVILLE CANNING COMPANY, Brownsville, Wis.
CAAR CANNING COMPANY, Redkey, Ind.
CALLMET DUTCH PACKING COMPANY, Sheboygan, Wis.
CAMBRIA CANNING CORPORATION, Fall River, Wis.
K. P. CANNON & SON, INC., Bridgeville, Del.
CENTRAL WISCONSIN CANNERIES, INC., Beaver Dam, Wis.
CHETEK CANNING COMPANY, Chetek, Wis.
CHILTON CANNING COMPANY, Chilton, Wis.
CHINOOK PACKING COMPANY, Chinook, Wash.
CHIPPewa CANNING COMPANY, Chippewa Falls, Wis.
W. N. CLARK COMPANY, Rochester, N. Y. (also Michigan)
CLYMAN CANNING COMPANY, Hartford, Wis.
COBB CANNING COMPANY, Cobb, Wis.

COLUMBIA CANNING COMPANY, Cambria, Wis.
COLUMBUS FOODS CORPORATION, Columbus, Wis.
(Also Indiana and Kansas)
COUNTRY GARDENS, INC., Gillett, Wis.
DODGE COUNTY FOODS CORP., Watertown, Wis.
JOHN H. DULANY & SON, Fruitland, Md.
DURAND CANNING COMPANY, Durand, Wis.
EDGETT BURNHAM COMPANY, Newark, N. Y.
ELKHART LAKE CANNING COMPANY, Elkhart Lake, Wis.
ELKHORN CANNING COMPANY, Elkhorn, Wis.
ELMHURST PACKERS, INC., Oakland, Cal.
FAIRMONT CANNING COMPANY, Fairmont, Minn.
FAIRBAULT CANNING COMPANY, Minneapolis, Minn.
FOX VALLEY CANNING COMPANY, Hortonville, Wis.
FRIDAY CANNING CORPORATION, New Richmond, Wis.

FUHREMAN CANNING CO., Appleton, Wis. (Also Illinois)
GALE PACKING COMPANY, Galesville, Wis.
GERBER CANNERIES INC., Adell, Wis.
GERBER PRODUCTS COMPANY, Fremont, Mich.
GRAND RIVER CANNING COMPANY, Markesan, Wis.
GREEN BAY CANNING CORP., Green Bay, Wis.
HANOVER CANNING COMPANY, Hanover, Pa.
HAXTON CANNING COMPANY, INC., Oakfield, N. Y.
H. C. HEMINGWAY & COMPANY, Auburn, N. Y.
FRANK HERFORD CANNING CO., INC., Baraboo, Wis.
HILLSBORO-QUEEN ANNE COOP. CORP., Baltimore, Md.
A. T. HIPKE & SONS, INC., New Holstein, Wis.
HOLMEN CANNING COMPANY, Holmen, Wis.
HUSTISFORD CANNING COMPANY, Hustisford, Wis.
THE J. B. INDERRIEDEN COMPANY, Chicago, Ill.

Pea Carnival



CANNED PEAS FOR VARIETY, VITAMINS AND VALUE



Easy to eat—easy to prepare—easy on the pocketbook—and good for you too! Ask your grocer about the special values he is offering during Canned Pea Carnival, and try Canned Peas in some of the interesting new dishes shown here, or in your old favorites.

All the family likes Canned Peas. Children eat them with less fuss. They satisfy men with hearty appetites. They go with almost any food—meat, fish, sea foods, poultry, eggs.



Canned Peas are easy to digest and a valuable source of energy. Children love them.

try, eggs. They have a fine way with salads. They are the perfect pick-up for meals built around leftovers.

And did you ever realize their health value? Canned Peas are rich in body-building proteins and are a good source of minerals. They also take high rank among vegetables for vitamins—especially Vitamin A, which protects against infection, is necessary for growth and helps keep the skin in healthy condition. A half-cup of Canned Peas contains approximately 750 International Units of Vitamin A, as well as certain quantities of Vitamin C and the Vitamin B group, including Vitamins B₁ (thiamine) and G.

Canned Peas are usually superior to Fresh Peas in vitamins and minerals because those important aids to health are sealed in by the canning process.

A No. 2 can of Peas serves four or five people amply. It holds 2½

cups of Peas—just about as much as you would get from shelling 2½ pounds of Fresh Peas.

Know Your Varieties of Canned Peas. There are two general classes. (1) Early Junes or Alaskas which are round and smooth-skinned. These come in different "sieve sizes" running from Petit Pois—or Tiny—to Extra Large. (2) Sweets, or Late Peas, sometimes called "Sweet-wrinkled." These are more oval or irregular in shape than Alaskas and are sold in



They team with other foods

sieve sizes or "unsorted as to size" just as they come from the pod.

Your grocer is featuring Canned Peas during the Canned Pea Carnival. Serve them hot with plenty of butter, or in any of the recipes shown on these pages.

CANNED PEA MARKETING INSTITUTE, INC.

Peas for canning are grown in 27 states by more than 30,000 farmers. They are a major crop in 18 states.



IOWA CANNING COMPANY, Vinton, Iowa
KAYSVILLE CANNING CORPORATION, Kaysville, Utah
KRIER PRESERVING COMPANY, Belgium, Wis.
LANGE CANNING COMPANY, Eau Claire, Wis.
THE JARSEN COMPANY, Green Bay, Wis.
LINCOLN CANNING COMPANY, Merrill, Wis.
LINEBORO CANNING COMPANY, Lineboro, Md.
LOYAL CANNING COMPANY, Loyal, Wis.
MAMMOTH SPRINGS CANNING COMPANY, Sussex, Wis.
MARKESAN CANNING COMPANY, Markesan, Wis.
MARSHALL CANNING COMPANY, Marshalltown, Iowa
MARSHFIELD CANNING COMPANY, Marshfield, Wis.
MASON CANNING COMPANY, Focomake City, Md.
MAYVILLE CANNING COMPANY, Mayville, Wis.
McMILLAN CANNING COMPANY, LeConner, Wash.

MINERAL POINT CO-OP PACKERS, INC., Mineral Point, Wis.
MINNESOTA VALLEY CANNING CO., LeSueur, Minn.
JOHN S. MITCHELL, INC., Windfall, Ind.
NORTH FREEDOM CANNING CO., North Freedom, Wis.
NORTHERN ILLINOIS CANNING CO., Pecatonica, Ill.
OCOMOWOC CANNING CO., Oconomowoc, Wis.
ONALASKA PICKLE & CANNING CO., Onalaska, Wis.
OOSTBURG CANNING COMPANY, Oostburg, Wis.
OTOE FOOD PRODUCTS COMPANY, Nebraska City, Nebr.
OWATONNA CANNING COMPANY, Owatonna, Minn.
PARDEEVILLE CANNING COMPANY, Pardeeville, Wis.
PERRY CANNING COMPANY, Brigham, Utah
PLYMOUTH CANNING COMPANY, Plymouth, Ind.
PLYMOUTH PACKING COMPANY, Plymouth, Wis.
E. G. REECE CANNING COMPANY, Waldron, Ind.

REEDSBURG FOODS CORPORATION, Reedsburg, Wis.
REESEVILLE CANNING COMPANY, Reeseville, Wis.
RICH-LAND CANNING CORPORATION, Friesland, Wis.
W. R. ROACH COMPANY, INC., Grand Rapids, Mich.
ROCKFIELD CANNING COMPANY, Rockfield, Wis.
ROGERS CANNING COMPANY, Milton, Ore.
SAUK CITY CANNING COMPANY, Sauk City, Wis.
SAUKVILLE CANNING COMPANY, Saukville, Wis.
CHAS. B. SILVER & SON, Havre de Grace, Md.
SNIDER PACKING CORPORATION, Rochester, N. Y.
STAR CANNING COMPANY, Lamora, Wis.
ST. CLOUD PRODUCTS ASSOCIATION, St. Cloud, Minn.
STOKEY BROS. & CO., INC., Indianapolis, Ind.
(Also New Jersey and Tennessee)
CHAS. G. SUMMERS, JR., INC., New Freedom, Pa.

THOMAS & COMPANY, Frederick, Md.
UTAH CANNING COMPANY, Ogden, Utah (Also Oregon)
VAN CAMP'S, INC., Indianapolis, Ind.
VALDERS CANNING COMPANY, Valders, Wis.
WALDO CANNING COMPANY, Waldo, Wis.
WALLA WALLA CANNING CO., Walla Walla, Wash.
WATERLOO CANNING ASSOCIATION, Waterloo, Wis.
WATERTOWN CANNING COMPANY, Watertown, Wis.
WAUNAKEE CANNING COMPANY, Waunakee, Wis.
WEST SALEM CANNING COMPANY, West Salem, Wis.
WHITEWATER CANNING COMPANY, Whitewater, Wis.
D. E. W. WEBRENNER COMPANY, Hanover, Pa.
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Enjoy the luxury of the "FLAVOR-YEARS"



in the mellow ripeness of

ANCIENT **A**GE

That gay old grad—Ancient Age, class of '32—knows that after a "4-year course" come the post-graduate "Flavor-Years," and each one adds richer maturity, smoother body, finer flavor. For full taste advantage of more "Flavor-Years," the straight whiskies in Ancient Age are EIGHT YEARS OLD



A BLEND OF STRAIGHT WHISKIES 90 PROOF. COPR. 1940 SCHENLEY DISTILLERS CORP., N. Y. C.

FASHION DESIGNERS FIND NEW STYLE IDEAS IN NAVY



ON VEIL: "JOIN THE NAVY"

When Theodore Roosevelt was President, boys wore sailor suits and bragged about the merits of the ships named on their hatbands. Girls wore middie blouses and navy blue was a fashionable color. The people knew the Government was building a great Navy and the people were proud. Fashions reflected this pride.

Now that U. S. citizens are again thinking hard about their Navy, Fashion should not be far behind. To stimulate some fashion ideas, LIFE asked a few style originators to think along Navy lines. In response, Dorothy Shaver of Lord & Taylor, Fira Benson of Bonwit Teller, Lilly Daché and Hattie Carnegie created the styles shown on these pages.

One good idea was the use of Navy mottoes on hats, veils, scarves, belts, buttons. John Paul Jones's "I have not yet begun to fight," Lawrence's dying words "Don't give up the ship," Farragut's "Damn the torpedoes! Go ahead!" Dewey's "You may fire when ready, Gridley" are a few of dozens available.

If Fashion now borrows from the Navy, it is merely cashing in on an overdue debt. When George II selected the standard colors for the British Navy, he chose the colors of the Duchess of Bedford's riding habit—dark blue and white. The U. S. Navy adopted the British colors. It also adopted from the British Navy the black neckerchief, said to be worn in mourning for Nelson, and the three white stripes on middie collars and cuffs which history denies but tradition maintains commemorate Nelson's famous victories—the Nile, Copenhagen and Trafalgar.



Navy mottoes and the shape of sailors' hats are used extensively by Lilly Daché in her collection of U. S. Navy-inspired hats she

made for LIFE. The Lord & Taylor dress at the left has Navy aviators' insignia embroidered in gold on the lapels.



Sailor collars are a feature of these frocks for Southern resort wear. Notice the anchor motif on the belt and fabric at right.



U. S. Navy sweater has a sailor collar in navy blue. The red and white outlines help to complete the patriotic theme.



Gob buckle, gob hat add nautical touches to the navy blue dress. The current issue of *Vogue* features navy-blue serge.



*Your dream was answered
when PEQUOT made
PERCALES*

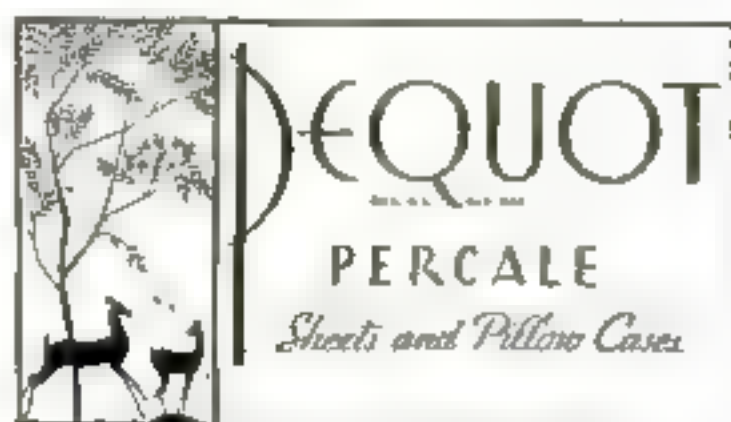
Even when you buy luxurious percale sheets you want *Pequot dependability*.

Now you can have it! Yes, Pequot now makes Percales! And what exquisite sheets they are. Light weight, satin-smooth. Sweet and cool to the touch—sheets that make your dreams of sleeping luxury come true.

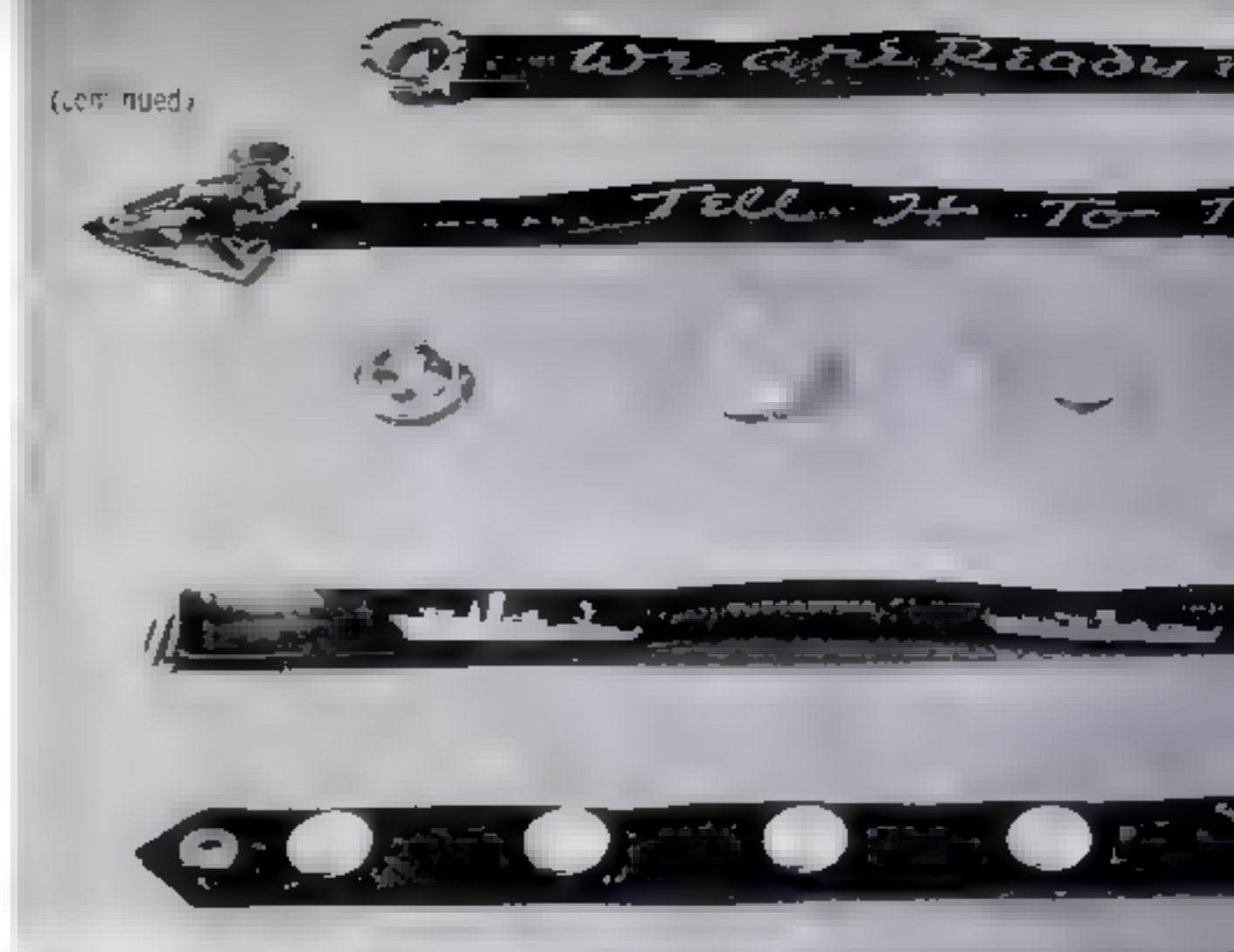
Even your housewifely conscience can only praise these sheets. Note the Pequot firmness! The fine, close, conscientious weaving that endeared the name of Pequot to generations of value-seeking women.

So, when buying Percale Sheets, too, it's "Mind your P's and Q's—get Pequots."

PEQUOT MILLS, SALEM, MASSACHUSETTS



(continued)



Buttons, compacts, belts, inspired by the Navy, make smart accessories. Evans' "We are ready for a fight or a frolic" and the classic "Tell it to the Marines."



Admiral's sword embroidered in black and gold makes a striking purse decoration or lapel pin. Gold button and tassel add Navy touches to the gloves.



Anchor and rope, one of many Navy designs which can be painted into attention-getting clocks or heel decorations on women's stockings. Paint is waterproof.



bound around a girl's waistline, buttons with the legends "Full speed ahead," "The hell we can't," and "Don't give up the ship," add to fashion's fun.



"Anchors aweigh," "Ship ahoy" or symbols such as compasses, anchors, stars, steering wheels are suggested as embroidered decorations for anklets and gloves.



Functional use of anchor-&-lifebuoy motif is seen on buckle. For rope and knot designs see Graumont-Hensel's *Encyclopedia of Knots and Fancy Rope Work*.

CONTINUED ON NEXT PAGE

There was a little shadow



There was a little shadow that went everywhere with Jean.
It hid in every dainty dress and made it look so mean.
Folks always saw that shadow, that tattle-tale in gray;
"Her mother sure is careless!" you could hear them say.



"I scrub so hard!" Jean's Mommy sighed. "My clothes will *not* come white."
"Then blame your soap," a good friend cried. "It doesn't wash things right!
For lazy soap just *can't* wash clean. The deep-down dirt it skips!
So get Fels-Naptha right away in *golden bar or chips*."



And now there is no shadow that goes everywhere with Jean.
This *golden, naptha* soap, you know, gets clothes so white and clean!
Yes, Jeanie's shadow "snuck" away. Her clothes now shine like new!
If you're a shadow you don't want, now you know what to do!

Golden bar or golden chips—
Fels-Naptha banishes "Tattle-Tale Gray"



No sneezy dust! Fels-Naptha Soap Chips are the original "no-sneeze" chips.
Made from the start to bring you sneezeless washdays!

COPY 1940, FELS & CO

There's a BALDWIN-BUILT PIANO FOR YOU

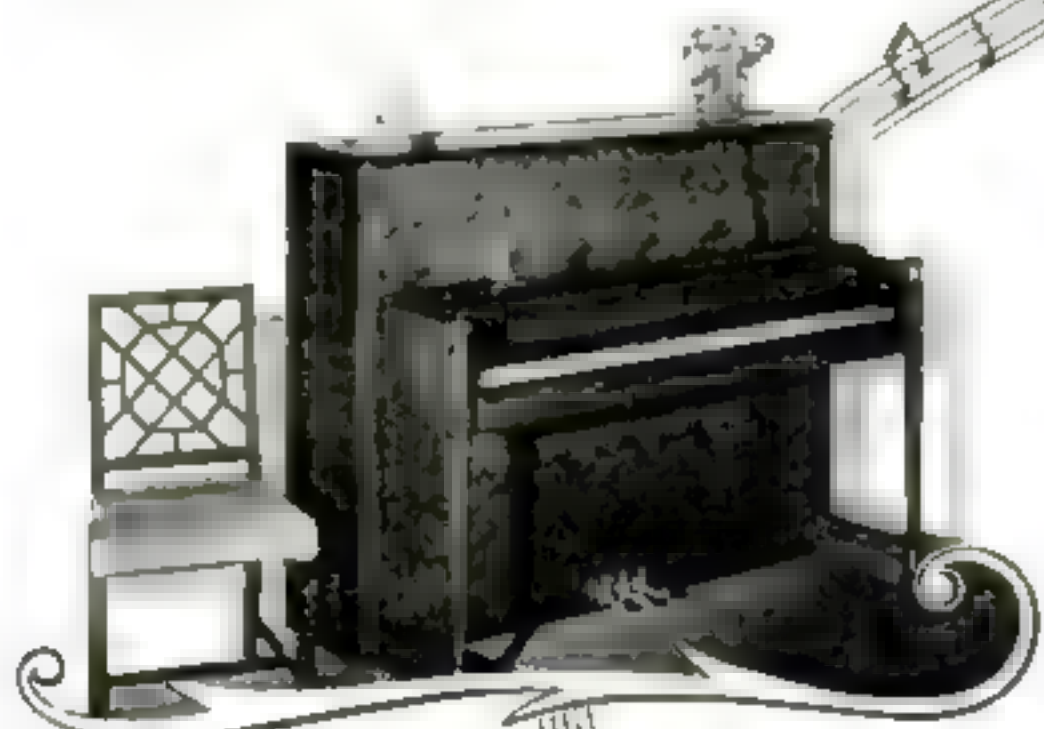
Baldwin

The incomparable Baldwin is the result of more than three generations of tireless effort on the part of Baldwin technicians, engineers, designers and craftsmen to produce the finest piano possible. The unstinted acclaim which is given to the Baldwin by today's leading concert artists is ample evidence of the success which they have achieved. The Baldwin is universally known as today's great piano.



HAMILTON

The fascinating new Hamilton upright here shown is but one of the many styles which go to make up the famous Baldwin-built Hamilton Line. The Hamilton Symmetrical Grand is another new model which is adding daily to the prestige of the Hamilton name for years the leader in its particular field.



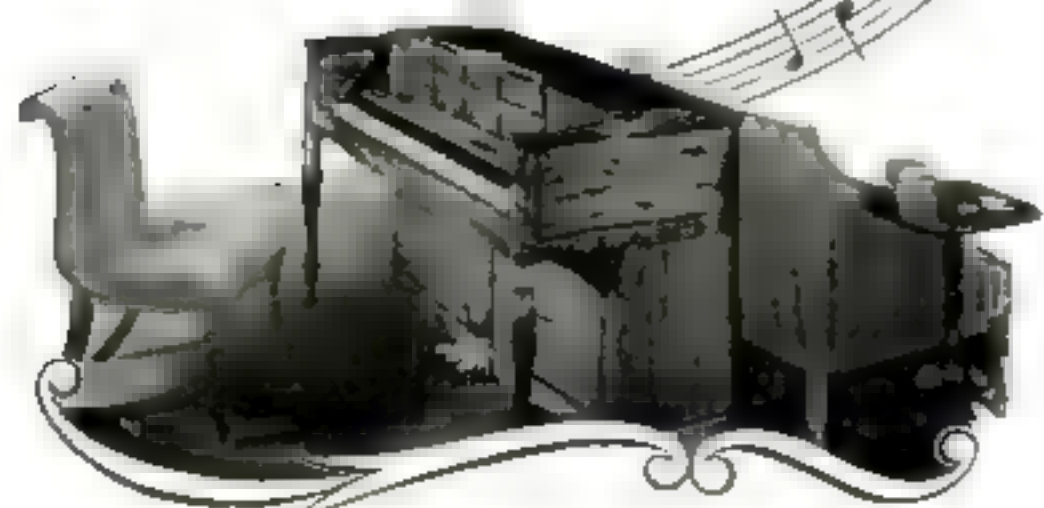
Howard

Priced to meet the most modest budget, the Howard is endowed with tone and action such as only Baldwin craftsmen can create. And like all the fine pianos which bear the distinction of being built by Baldwin, it is a thing of beauty which fits perfectly into any well conceived decoration scheme.



Acrosonic

The arresting beauty of the Acrosonic is fully in keeping with its superlative musical performance. You must see, hear and play the Acrosonic to completely appreciate the fullness and purity of tone, the responsiveness of action and the many other qualities heretofore believed unattainable in a small piano.



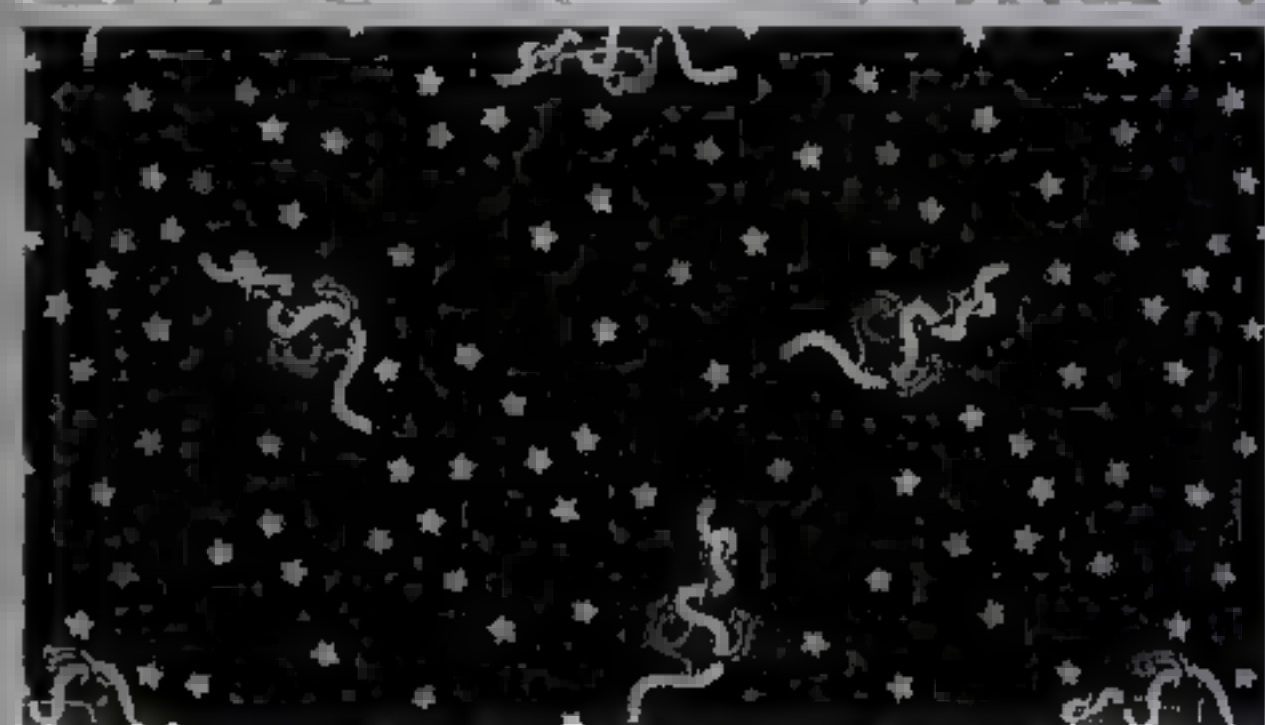
BUILT BY BALDWIN

Between the truly incomparable Baldwin Concert Grand and the miniature Acrosonic, there is a complete line of Baldwin-Built Pianos which encompasses every conceivable musical need. Somewhere in this group of splendid musical instruments is the piano which was designed and built to meet your particular requirements. Whichever it is, regardless of size or price, it will bring you the enduring satisfaction that comes with the ownership of the best of anything.

BALDWIN PIANO CO. - CINCINNATI, OHIO



FINA REMENSON SUGGESTED THESE TWO PRINTS FOR DRESS FABRICS



NEW COLOR NAMES: SEA GREEN, MARINE OLIVE, PEARL HARBOR GRAY

ACCESSORIES PLUG NAVY THEME

Scarves, pins, bags, bracelets, prints, gloves, clips, necklaces, vests, lipstick, cigaret cases, cuff links, tiepins—long is the list of accessories which the fashion world calls upon to plug a theme. Shown here are only a handful of the scores of suggestions sent to LIFE by enthusiastic designers. Notable among the omissions—due to space limitations—are fabric prints with ropes and barrels and port hole parasols—holes around edges, and several scarf designs. Some of them are gay with borders of U. S. Navy flags. Others have centers of battleships and Navy quotations.



FAGGED?

*Why you'll get your
quickest come-back in...*

In these times of stress, it's more than ever important to watch your health...to be at your best. A winter vacation becomes not only a needed change and relaxation, but a sound investment. And it's important to get clear away, to break completely the pattern of routine.



Southern California's Winter "Sun Festival," we believe, offers the most complete change of any resort in America. It's stimulating, full of amazing contrasts, new experiences for every day you're here...it's like no other place. And the trip across America will give a new perspective on our country—and yourself. You'll go back refreshed in mind and body for the tasks ahead.



Take it the easy way. File away your worries under "W" and sneak out here this winter. Get brown as a berry under a bulbous winter sun. See orange groves, snow-capped peaks, hot springs, Old Missions, Santa Catalina, spirited horse racing. Explore foreign colonies, the up-and-coming industries of Los Angeles County: oil, airplanes, movies, citrus. (You'll get new ideas from new associations.)



Watch the sun dive into the Pacific and then away you go to investigate the after-dark life of a new entertainment capital. The coast-to-coast broadcasts. The fabulous premieres. The big supper clubs and the little rhumba huts. The celebrities. And after it's over you'll sleep the sleep of the just...and "worry" is just a five letter word that used to rhyme with hurry.

Early Events in Winter "SUN FESTIVAL"

POLO—Tournament Matches during December • **FOOTBALL**—U.S.C. vs. Notre Dame, Dec. 7. Rose Bowl, East vs. West, Jan. 1 • **CHRISTMAS**—Famed out-door parades, lighting spectacles, concerts, celebrations • **YACHTING**—Christmas Regatta, Dec. 27 • **RACING**—Santa Anita Park, Dec. 28 to March 8 • **PARADE**—Tournament of Roses, Pasadena, Jan. 1 • **GOLF**—\$10,000 Los Angeles Open, Jan. 3-5. Many other tournaments. Write for free folder.

Southern California



...only a word that rhymed with hurry...

FASTER TRAVEL Today, even from New York, Southern California is just overnight by plane, 2½ to 3 days by train, 4 to 7 by auto or bus. Because Southern California is a year round playground, costs average 22.8% under those of 20 other leading U.S. resorts. Accommodations for every taste and budget in Los Angeles, Beverly Hills, Glendale, Pasadena, Pomona, Hollywood, Santa Monica, Long Beach, and other cities of Los Angeles County.

FREE: Automatic Trip Planner

For your Southern California trip: new unique book, answers all your questions about what to see and do, how to get here and time required, weather, what to wear, detailed cost schedule, etc. Lavishly illustrated. Cramped with impartial facts available only through this non-profit community organization. Use this valuable coupon now, and get your free copy by return mail.

When you arrive, take advantage of the unique and helpful services offered by our famous Free Visitors' Bureau in downtown

Los Angeles (505 West Sixth Street). Information, literature, 26 services—all free. Nothing else like it in the country.

All-Year Club of Southern California

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

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Sec. 8-10, 629 So. Hill St., Los Angeles, California

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ San Diego, ☐ Ventura, ☐ Mission Trails, ☐ Kern, ☐ San Bernardino. Please send ☐ "Events Lists."

Name _____

Street _____

City _____ State _____

(Please print name and address) COPY 1946 by All-Year Club of So. Calif.

Loads of Swagger . . . just the right Accessory Colors . . . and beyond all doubt the most **USEFUL, VERSATILE** Billfold you could carry

Lady Buxton "Three-Ways"

IT adds that gay dash of color to your newest ensemble. It's the rare kind of accessory which others immediately notice and admire. Disregard its clever styling, and you still would get far more than your money's worth from this purchase just for its sheer all-day, all-around usefulness.

For this newest Lady Buxton "Three-Way" is actually three billfolds in one. For shopping in town, you'll find it a brain child of order and efficiency—with places for literally everything from shopping lists and saleschecks to small coins and different-sized bills. When traveling,

it's another billfold ingeniously designed to lock your large currency and personal papers completely out of sight. Going out for the evening? Presto! Simply by unlocking the center partition, you have still a third billfold—light, paper thin and complete—to tuck in your damtiest evening bag.

Is this just another smart "gadget"—an overnight fad? Ask anyone who ever has carried a Lady Buxton "Three-Way" (there are literally thousands) and you will learn what an absolute necessity this new billfold has become.

Miss Elise Knox of Greenwich, Conn., recently stepped from top-flight fashion modeling to 20th Century-Fox. She's new to Hollywood. But not to Lady Buxtons! Miss Knox "fell in love" with this Wine Burgundy and Rose "Three-Way" when she first saw it over a year ago—and has found it "simply grand" ever since. Here, she removes the wafer-thin inner billfold to tuck in her evening bag.



Send for this helpful gift-buying guide . . . suggests gifts for every occasion—every type person . . . tells about leather, too. FREE copy sent on request. Also name of dealer best equipped to serve you. Buxton, Inc., 4086 Orleans Street, Springfield, Mass. New York Offices: 47 W. 34th Street.

☆

MEN'S "3-WAYS," too, in the new "LOCK TAB" design have made a big hit! All the same practical features . . . lock-away secret compartment, separate wafer-thin inner fold for evening . . . 3 full-sized partitions, etc. . . . plus a new white-leather-lined Card Case and a double-window License and Pass Case—that can be locked in either outer or inner fold. \$5 up.



Curve Design
\$1.50 to
\$3.50

Asym. Design \$2 to \$3

With Slide
Fastener—
\$3

Three-Way
in de luxe
P.O. Seal
\$7.50

Free
Way in
to use
License
\$3

Zip Tainer
for Auto Keys with
4 Safety Loops
\$2.00

4 Loop Key-Tainer
Holds License \$1

First License
Model \$1

Other Lady Buxton models for as little as a dollar! Only \$1 for solid-color billfolds; \$1.50 and \$2.00 for "two-tone" models. A wide choice in designs, styles and leathers. And all your favorite accessory colors . . . Lipstick, Navy, Burgundy, Green, Chocolate, Black and White. Buxton's Safety Loop Key-Tainers and Zip-Tainers to match, \$1 up.

Lady Buxton

By merely reversing the center partition, Miss Knox has a secret "hideaway" for larger bills and papers.

Especially popular are these two-tone "Three-Ways" in Navy and Powder Blue, Burgundy and Rose. \$3 up.





Stripped of civilian clothes, a young recruit at the Great Lakes Naval Training Station is off to the showers with his duffel. He will emerge in uniform and canvas puttees, a full-fledged "boot."



Chief petty officer, the Navy's top sergeant, gives recruits a dressing down. Backbone of Fleet, the petty officers take orders from the commissioned, are in direct command of men.

THE MEN 300,000 NEW SAILORS WILL MAKE NAVY THEIR CAREER

Men are the catalyst that transforms tons of inert steel into a fighting ship. Just to keep a ship afloat is a life career for the quartermasters on the bridge, the deck force on the fo'c'sle and the crew of skilled artisans below. To sail it into battle calls for precision in the plotting room, teamwork in the turrets. It takes a full six-year enlistment to make a sailor. It takes no longer to build a battleship.

To man the two-ocean fleet now on the way, the Navy will probably not, during the next four years, draft a single one of the 300,000 new men required. The Navy never lacks recruits. The broad inland reaches of the nation, where love of the sea burns strangely strongest, is an inexhaustible source of sailors, 30% of them coming from the Ninth Naval District, which embraces the northern Middle West. The new recruits, averaging three high-school years, are the best specimens of U. S. manhood, in physique and intelligence, that the Navy has ever enlisted.

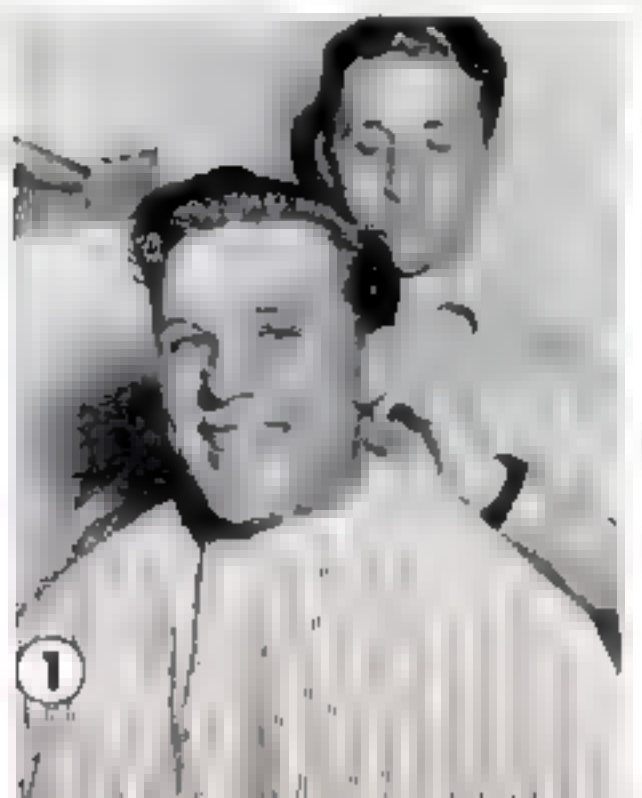
The 18-year-old recruit from the inland States gets his naval initiation at the Great Lakes Naval Training Station on Lake Michigan. In a rough, tough six weeks of training he is grounded in the manual of arms, the rudiments of seamanship and the habits of Navy discipline. Once at sea, he must get used to sharing a narrow "living space" with at least 20 shipmates, to standing duty at all hours. In routines that must become second nature he is hammered to the Navy mold. With the full disillusion of his generation he complains, "The Navy is a losing game."

"Griping," however, is the best index of healthy Navy morale. Challenged by contemporaries who have started upward, he soon finds little time for misery. Unless he goes to Annapolis he can never hope to be admiral, scarcely even to be ensign. But in Navy's shipboard courses and in its 59 shore schools he discovers a wide curriculum, and his career begins.

Depending on his choice of deck force or black gang, he is a second-class seaman or third-class fireman at the end of twelve weeks and is earning \$36 a month. In his specialty—shipfitter, torpedoman, radioman, machinist's mate, electrician or fire control—he starts up through the petty officer ratings. Re-enlisting at 25, with second-class rating, he will very likely marry on the salary and allowances that now total about \$100 a month. With this spur to ambition he steers grimly on the course to the chief petty officer rating that will permit him to retire at 45, a master of his trade with a pension of \$1,400.

His chief satisfaction, however, is not the security of his career, more than balanced by year-long separations from home, nor is it the prospect of retirement on his pension. Many will stay with the service, advancing to the eminence of a warrant or a commission as chief warrant officer, proud to be integral factors in the life and performance of the U. S. Fleet.

RECRUIT'S FIRST NAVY HAIRCUT IS AN INDIGNITY OF HIS NAVAL INITIATION. FROM ONE-INCH STUBBLE IN FRONT IT TAPERS TO A CLEAN SHAVE ON THE BACK OF HIS NECK



THE MEN (continued)



Rear Admiral Taussig and wife enjoy his shore duty together at the Norfolk, Va. Navy base where he is commandant. Admiral Taussig's declaration on arrival of his destroyer division for service with British fleet in 1917, "We shall be ready when fueled," is a Navy classic.

WAR SPEEDS CAREERS

"To a bloody war and sickly season" was the wardroom toast in Lord Nelson's Navy among officers impatient to see their seniors removed. War and the prospect of war bring an acceleration in Navy careers that swiftly erases the long years of waiting. Top careers in the Navy go to the Annapolis men. The fountain of tradition and authority, it trains the line officers who design and build the ships, organize them as a fleet and take them into battle. Annapolis, because its faculty must hire their own product, does its job well.

The Annapolis graduate's career begins where the average enlisted man's winds up, at the rank of ensign. The first seven years he spends at sea, three or four on a capital ship to get the hang of organization, two or three on a destroyer or submarine to get the feel of ship operation. Then, a lieutenant, junior grade, he goes on shore duty for two years, often to the Academy for postgraduate study in the specialty he has chosen as the focus of his career. He rejoins the fleet, 30 years old, with lieutenant rank.

His chief worry now is the Selection Board, that "selects up" the few for the ever decreasing billets approaching rear admiral. Already it has passed over and retired nearly 25% of his class of 400. At the age of 37 only 150 will survive to be lieutenant commander; at 43 only 80 as commanders. Of these, 40 will stay in the Navy as captains and a narrow circle of ten will see it through to rear admiral. A big factor will be his specialty. Tops in the tradition-revering Navy is ordnance. Aviation, via Pensacola, is for the moment a sidetrack. But the Navy has careers for officer diplomats, architects, engineers, strategists and lawyers.

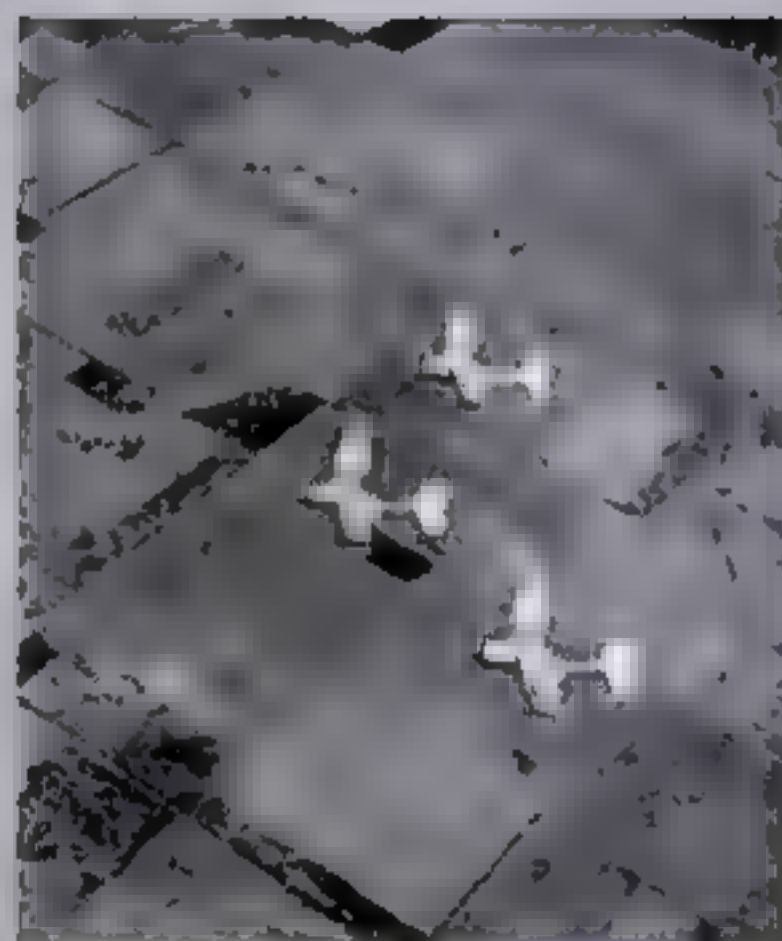
The officer's career may depend as much on conduct as talent. A gentleman by act of Congress, he has a handle on his name, and at sea a servant, a private stateroom, a "private club" in the wardroom. His choice of wife, which he can now afford on a lieutenant's \$4,000 salary and allowance, may be the pivot of his career. Socially apt, she can be a profound asset; a bad manager of household finances, she can ruin him. Together they must face years of separation, narrow budgets, a gypsy home life and the ever-haunting catastrophe of his failure before the Selection Board.

The present emergency has considerably brightened his prospects. In a few months he may jump seven years to lieutenant commander. Performance in battle may jump him another six to commander. In the end he may win his flag, command a ship division and retire at 64 a rear admiral. More than likely his chief interest will be the career of his son through the ever-renewing self-sustaining cycle of Navy careers.

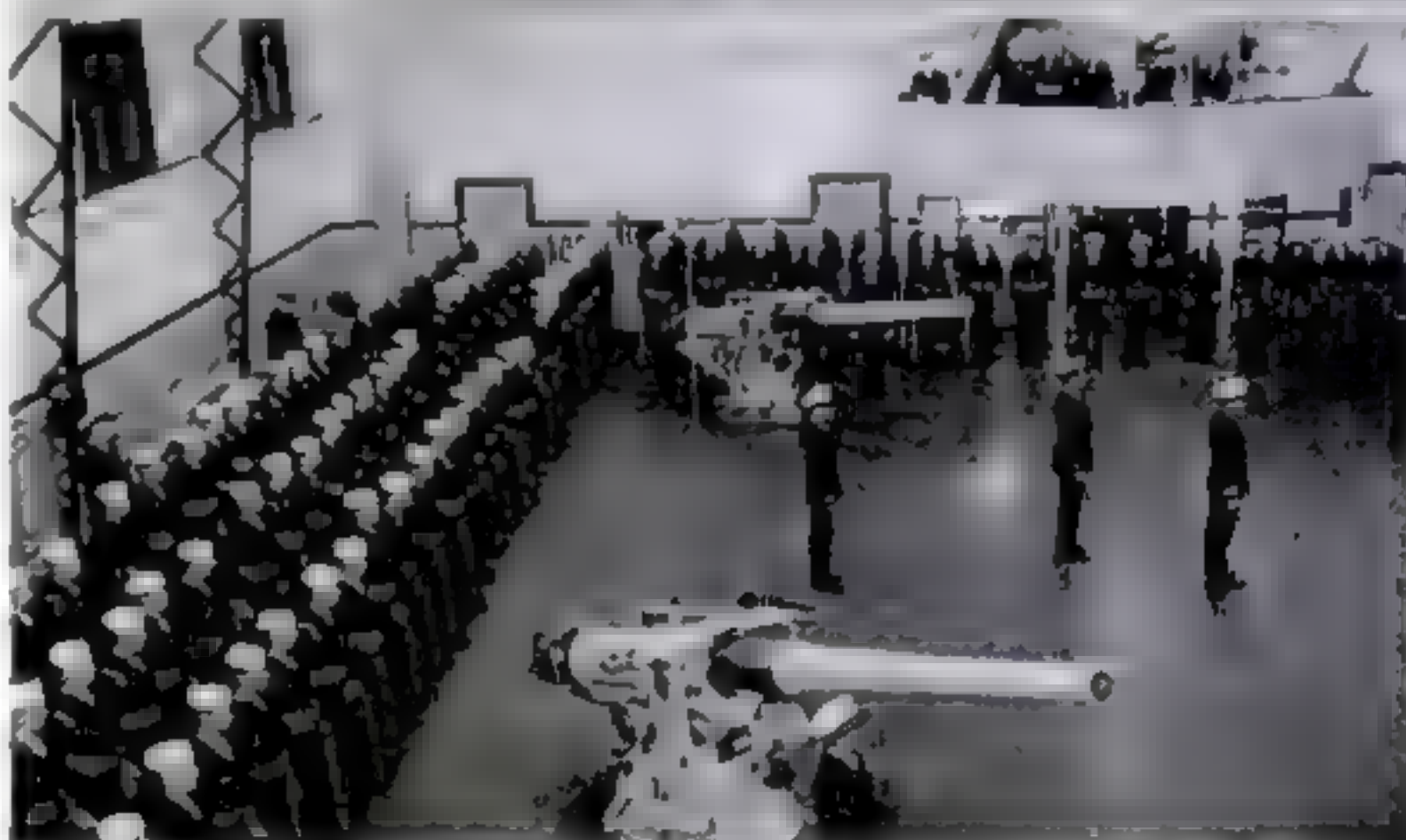
But even with the retired list called back and with the speedup that has shortened the Annapolis course to three years, there are not enough Annapolis officers to fill the 25,000 billets in the expanding Fleet. They will come from units of the Naval Reserve, like the Missouri unit of the Corn Belt Navy shown opposite. In Kansas City, Indianapolis and other inland towns, officers of the Organized Reserves have rehearsed for years on the decks of destroyers chalked out on armory floors, trained afloat for short periods on the Great Lakes and the oceans. Radio hams, civil engineers, electricians, amateur yachtsmen, R. O. T. C. men, they are graduates of the Navy's shore training. The Volunteer Reserves, equipped for specialist jobs afloat and ashore, will relieve the Annapolis officers for bigger wartime command. Present regulations allow only one Reserve to reach the rank of rear admiral. To fill the backbone petty officer ranks, the Navy has already started calling in its old dependables from the Fleet Reserve, the men who retired after four or five enlistments to enjoy their last years ashore. By rude younger sailors they are called "Metalmen," because they have "silver in their hair, gold in their teeth and lead in their pants." Theirs will be the task of breaking new recruits to the habits of the Navy that they know so well.



Reserve Officer Ross Collins commands Kansas City, Mo. Organized Reserve unit.



Over Kansas fields Kansas City Naval Reserve pilots practice formation flying.



Corn Belt Destroyer: Kansas City reserve unit has warship reproduced in armory. Dummy bridge (background) has dummy communication system to dummy engine room in the cellar.





Great Lakes Naval Training Station on Lake Michigan, 35 miles from Chicago, sleeps 300 recruits together in a single

hall. Their six weeks' training gives them time to learn to sleep on a hammock and to earn, as all sailors must, their cap

anywhere, anytime. Their uniforms are stored, according to regulation, in sealings, personal gear in smaller ditty bags.





At the Norfolk Navy yard the 14,700-ton aircraft carrier *Wasp*, in commission only since April, puts into drydock for a complete checkup. With its operating base, air station, supply

depots and Navy yard, Norfolk is the most important of all U. S. bases. From it come supplies for the Atlantic Patrol Force, as well as a great many supplies for the big Fleet.

BASES THEY KEEP THE FLEET AFLOAT

In Washington Admiral Harold R. Stark, Chief of Naval Operations, amplified Mahan's famous dictum. Said he: "A Navy is composed of men, ships and bases, and the most important of these are men, ships and bases." On preceding pages LIFE has examined the men and the ships, at sea and in training. Here are shown some of the U. S. bases. A modern fleet can operate only 2,500 miles away from its base in any direction. The bases serve as stepping stones, each opening up a vast area of sea control. Without

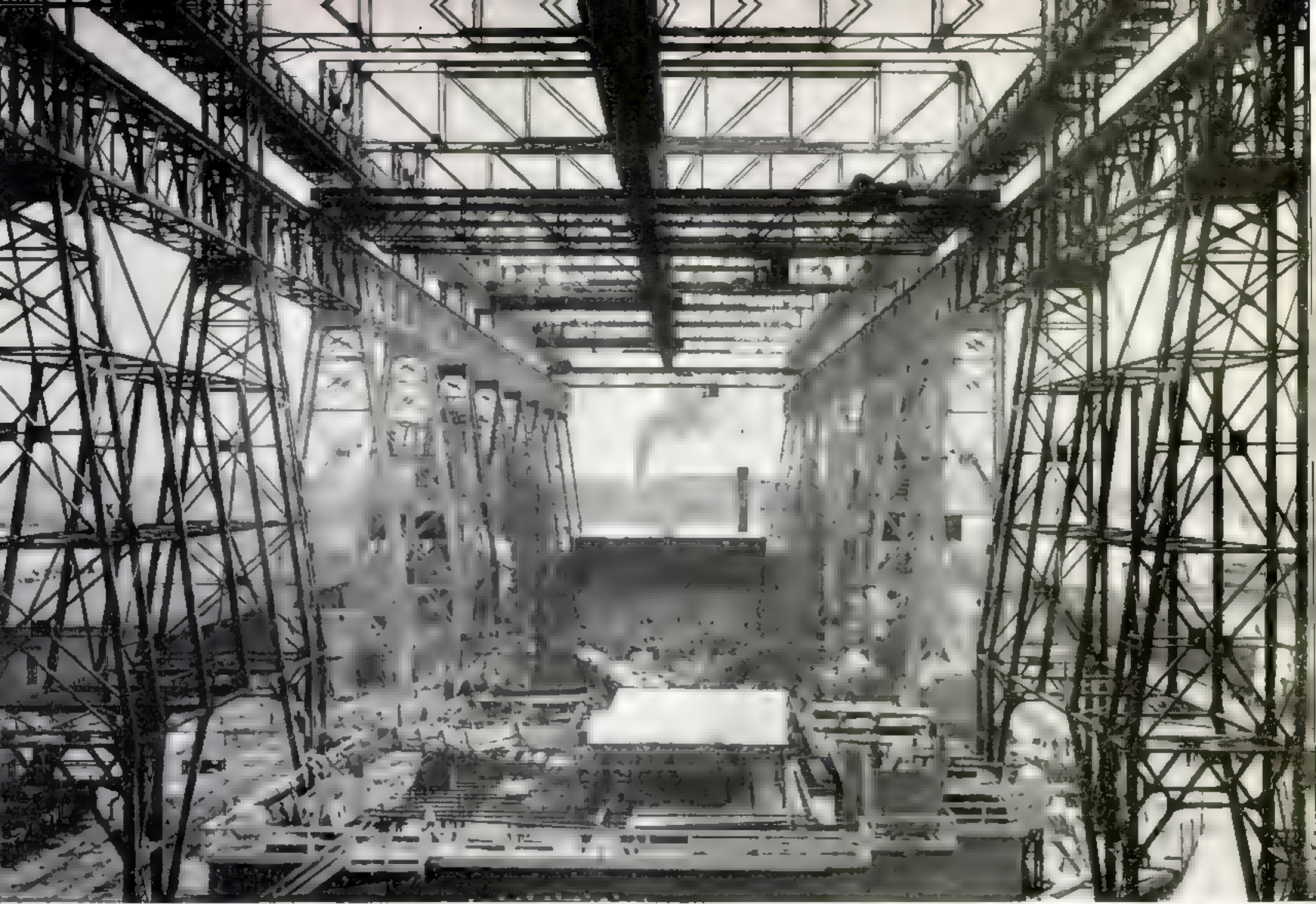
them, the ships of the fleet would be helpless, would run out of fuel, break down and need repairs, be unable to operate in distant parts of the world.

There are three essentials for a perfect base: 1) Position: it should be strategically located to permit its fleet to operate in and dominate areas crossed by important trade routes. 2) Strength: it should have facilities to anchor its entire fleet comfortably. This anchorage should preferably have two entrances. Its natural strength should be protected by heavy



San Juan, Puerto Rico, is an air and ship base. Here workmen are feverishly at work building hangars, drydocks, repair shops, barracks. Although only one squadron of patrol bomb-

ers and a few destroyers are now stationed at Puerto Rico, within a year there will be repair and supply facilities for many more planes and for most of the Atlantic Patrol Force.



At the Norfolk Navy yard is building one of the Navy's new 35,000-ton battleships. The framework is just beginning to take shape. In the Norfolk area, Navy ships are built both

in the Navy yard, which is building one battleship and two minesweepers, and at the Newport News Shipbuilding Co., which is building one battleship, 120 destroyers, four cruisers

coastal and A-1 fortifications. 3. Resources: it should have local natural resources of water, food and raw materials of fuel, good communications and skilled manpower. Actually, there are few perfect bases. Perhaps the Hawaiian base is nearest to ideal. Singapore is good, but isolated and difficult to supply.

When in early September President Roosevelt acquired the right for the U. S. to build bases at British-held points from Newfoundland to Guiana, naval strategists concluded that the U. S. had gained the

equivalent of five new battleships. But, they point out, if the U. S. is to defend South America as well as North America, she must have bases there also.

In addition to its home bases on the Atlantic and Pacific Coasts which are adequate to supply and support the Fleet, the three principal outlying bases are those at Hawaii, Panama and a group being developed in the Caribbean. A fully equipped base is being completed in the Canal Zone while that at San Juan will handle in limited numbers everything except bat-

tleships. Because of its fine anchorage, Cienfuegos Bay is the chief operating base in the Caribbean.

In the Pacific, we have the great base of Pearl Harbor, air bases building from the Aleutians to Samoa and unprotected repair facilities at Manila Bay.

For the fleet to maneuver in the far Pacific, near Japan and the Netherlands Indies, it would be necessary to develop our own bases much further or use Britain's Singapore, Hong Kong and Port Darwin would be very useful as outpost bases and refueling stops.



At Hawthorne, Nev., in the wastelands northeast of Yosemite National Park, is one of the Navy's 16 ammunition dumps, where in deep concrete vaults are stored supplies of TNT.

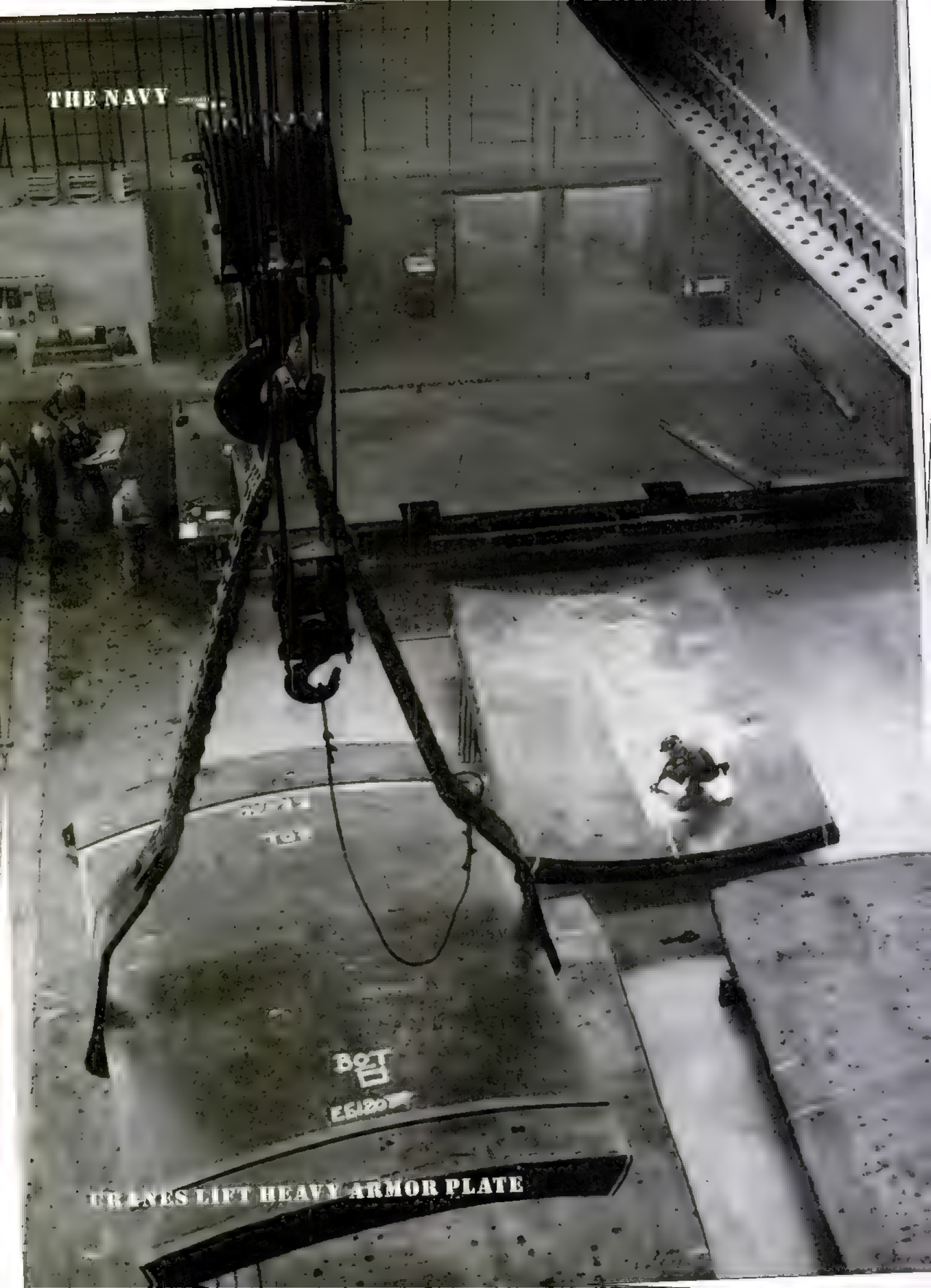
ammunition, mines and shells. Such dumps are placed well away from big cities so that if they blow up or enemy planes bomb them, they will not wreck many buildings or kill many people.

THE NAVY

TRAINING

BOY
E6120

CRANES LIFT HEAVY ARMOR PLATE



MAHAN FORETOLD MODERN NAVIES

A modern fleet takes a long time to build. Almost the slowest item off the Navy's assembly lines are the great curved cakes of solid steel shown on the opposite page, the armor plate for the big ships. Out of such things the U. S. Navy is moving to make a two-ocean Navy that staggers the imagination. On the basis of present appropriations, it will grow at roughly the following rate. At the end of 1941, it will have 14 battleships, 176 destroyers, 113 submarines. In 1942, 41 cruisers, seven aircraft carriers, 189 destroyers, 128 submarines (but still only 14 battleships against Japan's 14 during 1942 and most of 1943). In late 1943, 20 battleships. In 1946 a grand total of 29 battleships, 18 aircraft carriers, 87 cruisers, 322 destroyers. If the world will wait that long, the U. S. will dominate it.

This Fleet is already supported by hundreds of huge patrol bombers and its own expeditionary force, the Marines, ready for action.

But the biggest navy in the world is no good if the men who run it cannot think straight. What the U. S. chiefly wants to know is whether its naval officers know how to think. One clue to the answer is the fact that the greatest modern thinker on navies was an American naval officer, the late Rear Admiral Alfred Thayer Mahan. His books are required reading in every great navy in the world and in fact gave meaning to modern steel navies. Mahan only 60 years ago discovered the now obvious fact that seapower has always been the deciding factor in dominion of the world.

Great landpowers, he pointed out, always knock themselves out eventually. The land "is almost all obstacle, the sea almost all open plain." Any nation whose armed fleets control this great plain and whose merchant ships ply it can use the wealth of the world. This seapower, "more silent than the clash of arms," working quietly in peace and war, cornering the few strategic points on the seas (Gibraltar, Panama, Singapore, etc.), winning markets, actually runs the world.

Navy men believe that what Mahan said in 1890 is still true today. Principles have not changed but new weapons have considerably changed tactics. The scouting plane now makes surprise almost impossible, but it also makes even distant blockade almost leak-proof. Land-based bombers make close blockade of the shore too dangerous and hurt fleet bases within range. But a fleet at sea can carry its own prepared air bases (aircraft carriers) to the point where it wants them faster than the land enemy can prepare nearby landing fields. Planes can sink a few isolated destroyers, perhaps an occasional cruiser. But so far in World War II they have not kept warships from doing their job on the high seas.

Seapower is still seapower. But today it goes to the nation that uses both planes and ships, properly co-ordinated. Such a nation can survive local disaster, as England has in 1007, 1743, 1783, 1797 and 1940, because "naval power prevents disaster from being general and irremediable." But a Navy must follow certain rules, as laid down by Mahan. It must have numbers: "Only numbers annihilate." It must have strong, well-placed bases. It must have a peacetime reserve. It must attack when it sees a chance to destroy the enemy fleet. And, above all, it must concentrate its forces. The massing of a single great U. S. battle fleet, he points out, "was due to this principle's being recognized in the war games at the Naval War College" (see pp. 59-62), which he helped to start.

Furthermore, since fleets at war move fast and strike hard, the fleet must be built, manned, trained, equipped and concentrated before war breaks out. It must be able to deliver one maximum blow at a moment of its own choosing. For the basic purpose of a fleet is to sweep the enemy fleet and shipping from the seas. Thus, navies have naturally reached their highest peak in the two great merchant nations, the U. S. and Great Britain.

Mahan first noted the importance of the Caribbean to the U. S., predicted a Panama Canal, pointed to the value of Puerto Rico, Santa Lucia, Hawaii, Martinique and the lack of U. S. advanced bases.

His one criticism of military men is that while weapons are changed by the energy of one or two men, changes in naval tactics are usually delayed by the inertia of a whole class, the officers of a Navy. Particularly in 1940, U. S. naval officers must think with both imagination and commonsense to be ready for their next battle.



GRAVE OF MAHAN IN QUOGUE, L. I.

To Feel Really Fresh and Clear-Eyed Mornings:-



Try A Cup of New, Improved Ovaltine Before Going to Bed Tonight

DO YOU wake up feeling really fresh in the morning—brimming with energy, sparkling and "alive"?

Or do you frequently awaken feeling almost as tired as when you went to bed—with nerves on edge and your whole appearance reflecting the lack of sound, refreshing sleep?

Thousands who have had this trouble are now solving it in a very simple way—with-out medicine or risky sleep drugs.

They do it with the aid of new, improved Ovaltine. They take it regularly, night after night, at bedtime—not only to help them sleep more soundly—but to build them up for clear-eyed freshness in the morning.

How It Acts

First: When taken just before going to bed, Ovaltine helps the body relax normally. Relieves that feeling of "inner tension."

Second: It provides a specialized form of nourishment designed to prevent hunger pangs and digestive unrest. These conditions, medical authorities say, very frequently cause night-time tossing.

Third: The new, improved Ovaltine has recently been enriched with still greater amounts of protective minerals—and greater amounts of Vitamins A, B, and D. It also furnishes certain food elements to help replenish vitality while you sleep—helps rebuild worn-out muscle, nerve and body cells.

In other words, the new, improved Ovaltine is a scientific food-concentrate designed to accomplish specific nutritional results for those who sleep poorly—or who are run-down, nervous, or under par. Over 1,700 hospitals, in this country alone, serve it. Doctors approve its use.

Start Tonight

So for the sake of your health, your nerves, and particularly your appearance—try taking the new, improved Ovaltine regularly—begin tonight. See if it doesn't help you to wake up feeling far fresher in the mornings, clear-eyed, buoyant, and "alive"!

Phone your dealer for a can of Ovaltine. Or mail coupon for a generous sample.

Mail for Sample Tin

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360 N. Michigan Ave., Chicago, Ill.
Please send me your generous sample tin of Ovaltine. I enclose 10c to cover handling and mailing . . . (We send only 1 tin to a person. Offer not good in Canada.)

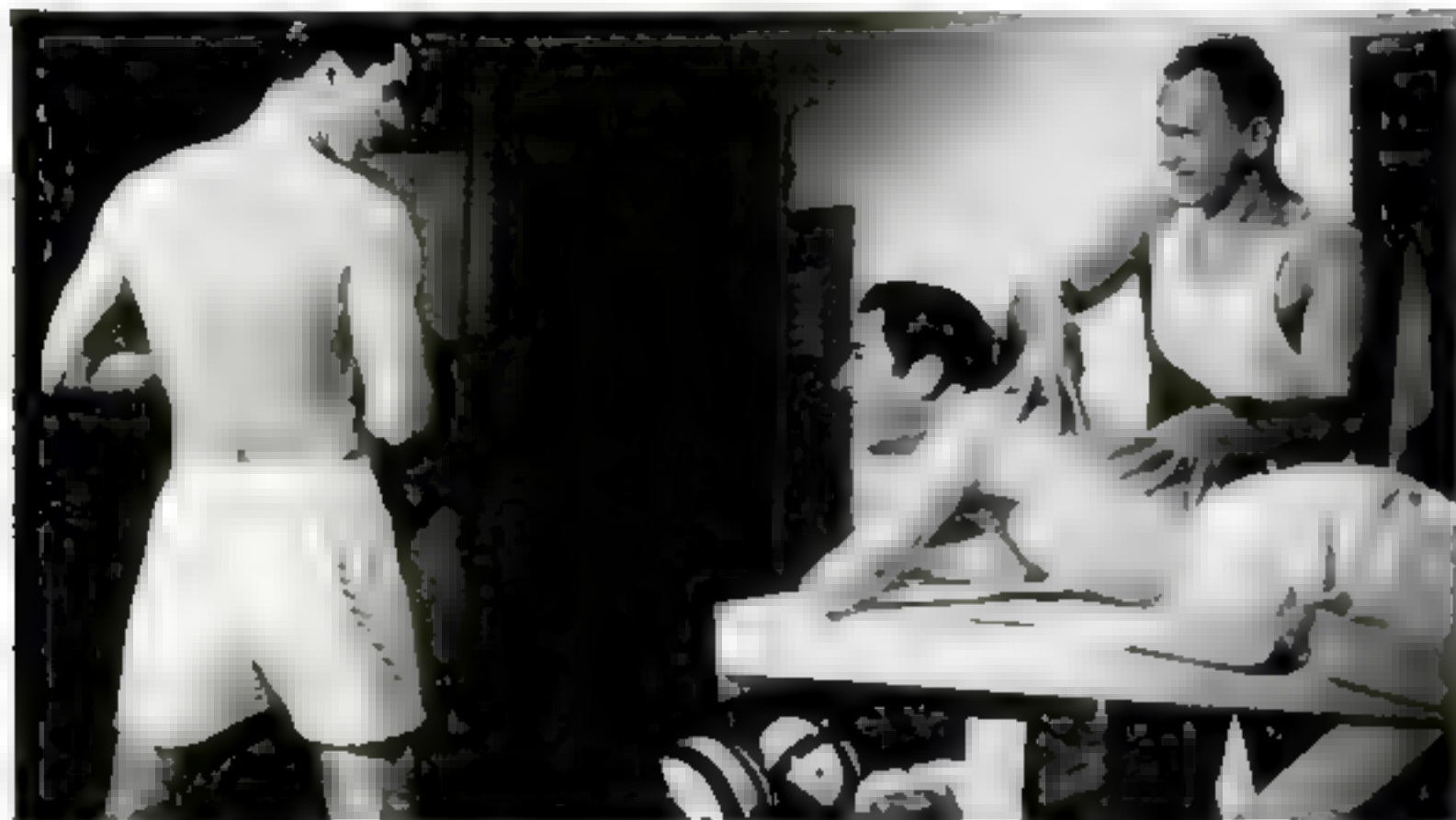
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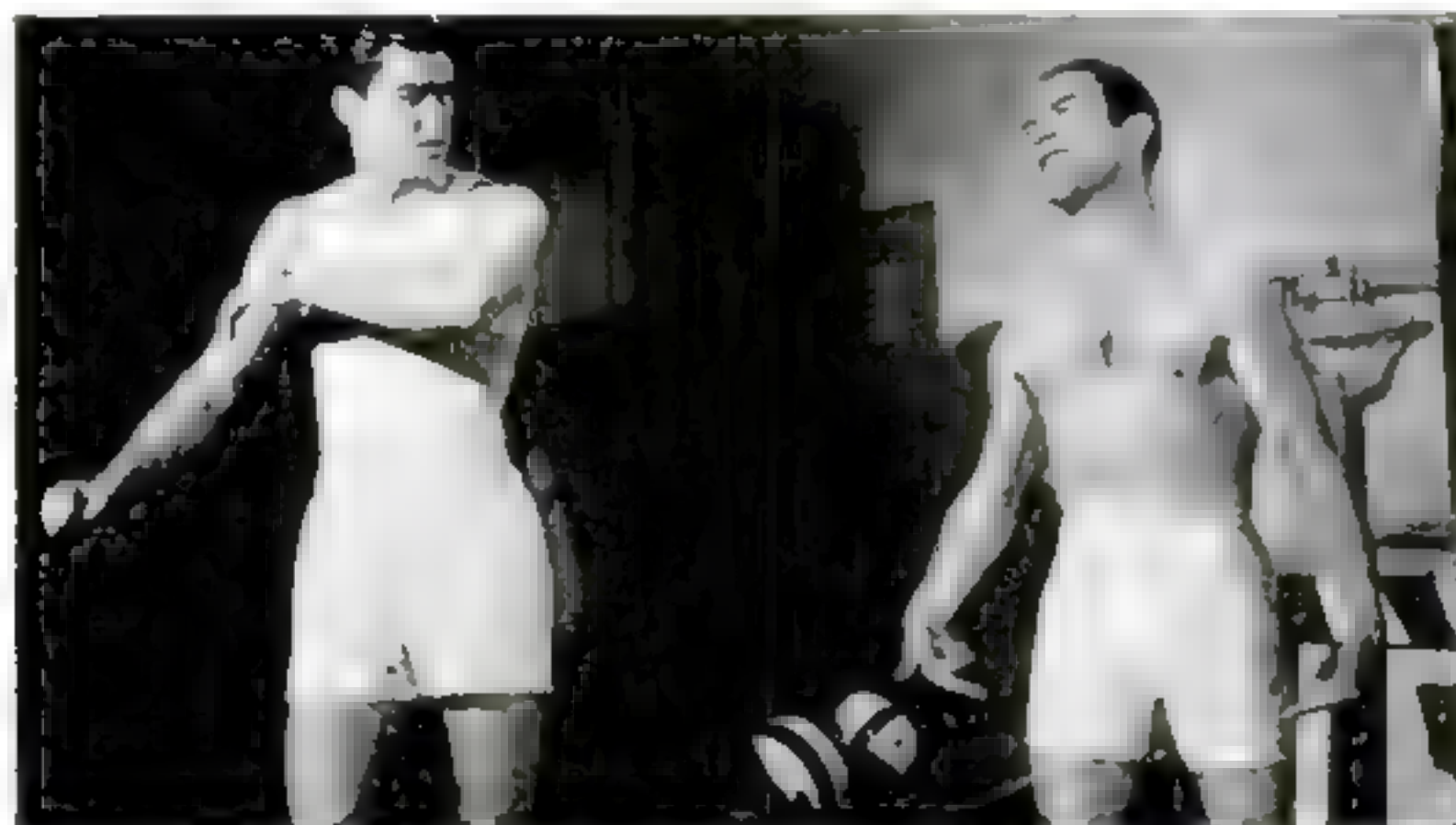
Ovaltine THE PROTECTING
FOOD-DRINK

"That's Covering the End Zone!"



HALF-BACK: Well! What do I look like? A centipede? I couldn't cover all the pass receivers you mugs let break through!

GUARD: Don't alibi me, you flat foot! Anyway, I'm only talking about your shorts. I see diapers will be worn with diagonal stripes this year!



HALF-BACK: Do you know why the stripes are diagonal, wise guy? It's Munsingwear's latest! "BHEFX"...shorts cut on the bias so they can't bunch up, ride or hind!

GUARD: Don't tell me! Nothing could be more comfortable than these SKIT Trunks of theirs! The leg hem here keeps 'em snug and trim. Besides...they give mild support.



HALF-BACK: Have it your way. It's okay with Munsingwear. They know all the answers!

GUARD: And how! Look at my SKIT-Winger Shirt here. The sleeves protect my shoulder muscles...absorb perspiration so that none gets on to my regular shirt or suit lining. How's that for streamlined efficiency?

Munsingwear Woven Bias Cut "BHEFX" solid colors and patterns 40c and up

Munsingwear Knitted Athletic Shirts, 50c and up

Munsingwear Knitted SKIT-Trunks 50c and up

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Fit That Lasts!

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY



Spread eagle on a sailor's chest is a heroic expression of patriotism that required several sittings to administer. The spider web expresses less exalted sentiment.

TATTOOS COVER ACRES OF U. S. SAILOR SKIN

"Some birds get tattooed in Brooklyn
And I got my first one in Brent,
But Kelly was born on a December morn
With a square-rigger drawn on his chest."

Kelly, Chief Bosun's Mate and hero of an endless cycle of free-running quatrains, belongs to the older generation of sailors. His 20 years in the Navy were logged in eight colors on his skin. On a modern sailor a tattoo, costing from 25¢ to \$50 is often a matter of deep remorse within a few weeks.

But the waterfront "professors" still find a living branding green sailors with the symbols of their profession—anchors and ships. Next most popular are girls, who, according to regulations, must be suitably clad. Chef d'oeuvre of the art is an unfortunate casualty of the Pacific crisis. It is the finely drawn dragon pricked on only by Japanese practitioners in Yokohama.

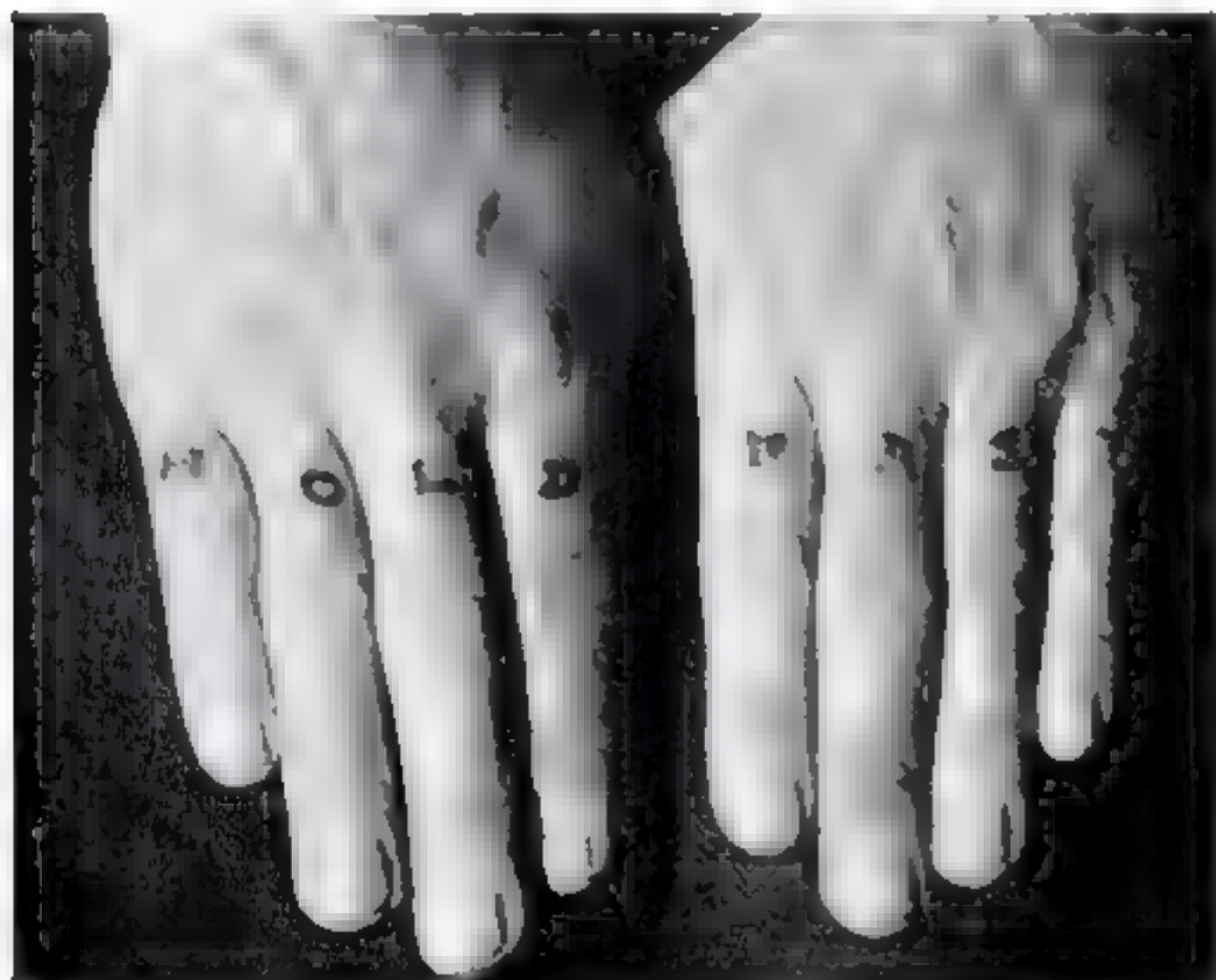
Coat of arms combining anchor, battleship and flag is elaborate sailor's brand.

Sailor's Sweetheart, in uniform, ranks next in popularity to the coat of arms.





Japanese dragon shows fine execution of a Japanese tattooist. Lines are more finely drawn than those of Occidental practitioners, colors have range and subtlety.



THIS TATTOO WAS SUPPOSED TO KEEP SAILORS FROM FALLING OFF YARDARM

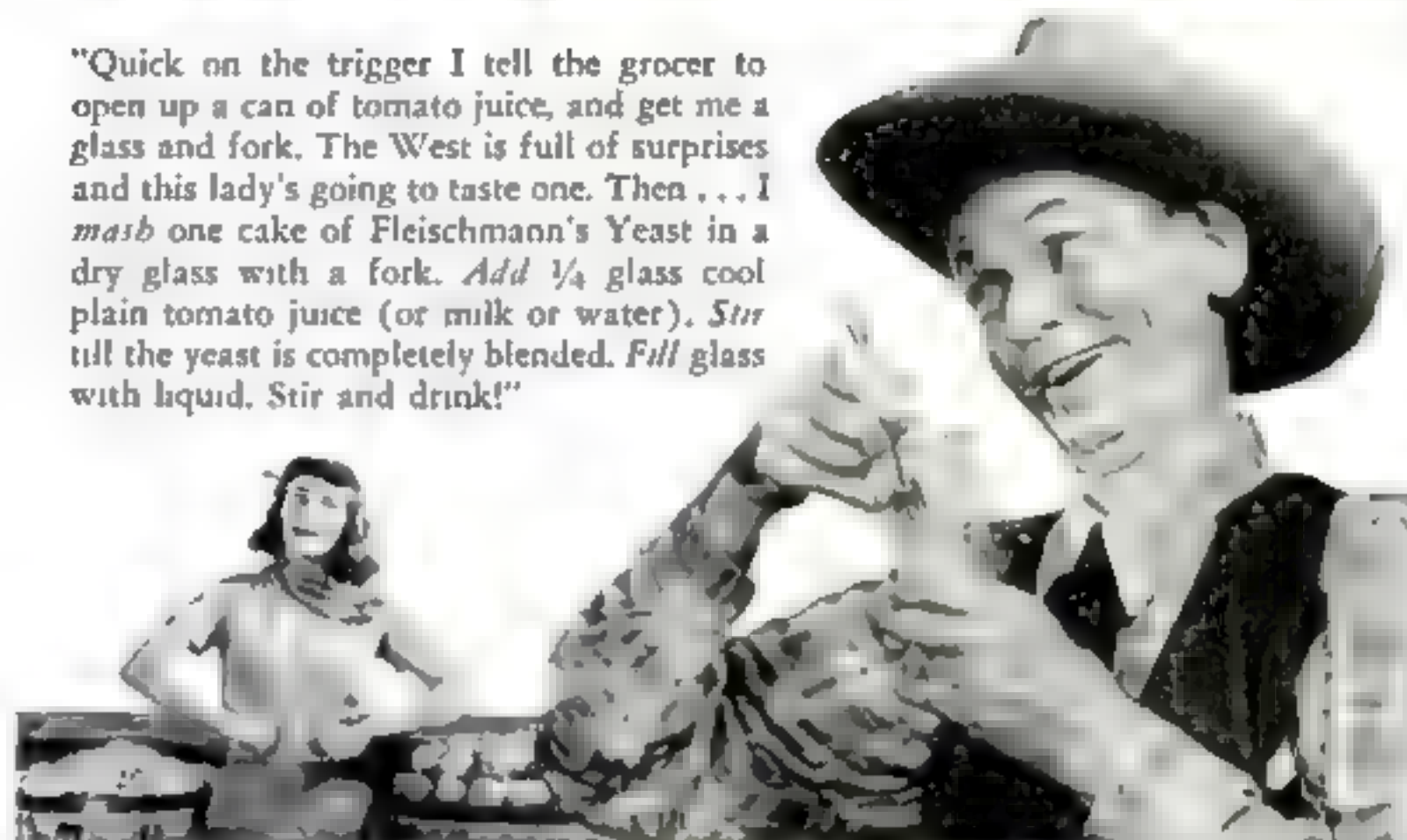
Clipper ship has not yet been replaced by modern warship as motif for decoration. **Hula girl**, ascribed to a Hawaiian tattooist, dances when sailor flexes his biceps.



"Shucks...even a dude can do it!"



"I was buyin' my stake of yeast at the store, and this pretty little filly says to me how wonderful she thinks yeast is with all that vitamin business . . . but she never expected to meet a man *strong* enough to eat it!"

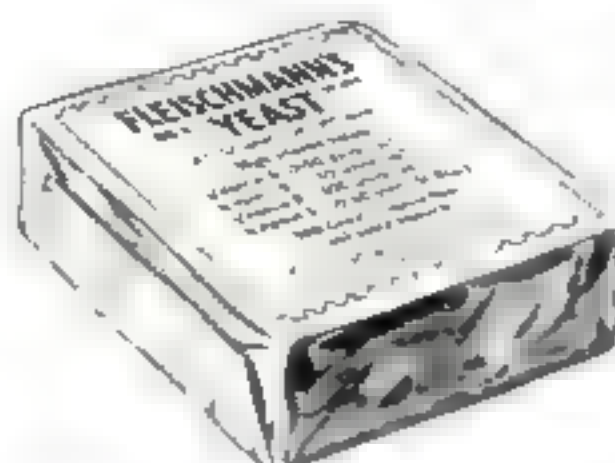


"Quick on the trigger I tell the grocer to open up a can of tomato juice, and get me a glass and fork. The West is full of surprises and this lady's going to taste one. Then . . . I *mash* one cake of Fleischmann's Yeast in a dry glass with a fork. *Add* 1/4 glass cool plain tomato juice (or milk or water). *Stir* till the yeast is completely blended. *Fill* glass with liquid. *Stir and drink!*"



"Say, pardner, this is a little bit of all right! Two cakes of Fleischmann's a day is my ticket now . . . regular as round-up."

Are you one of the millions who are convinced of the benefits of taking Fleischmann's Yeast, but who just don't enjoy *eating* it? You'll *like* taking it this new pleasant way! And you'll like *staying with it* long enough to get real results! Remember Fleischmann's Fresh Yeast is one of the richest natural sources of the amazing vitamin B complex. And remember to *drink* it, as shown here, last thing at night . . . first thing in the morning

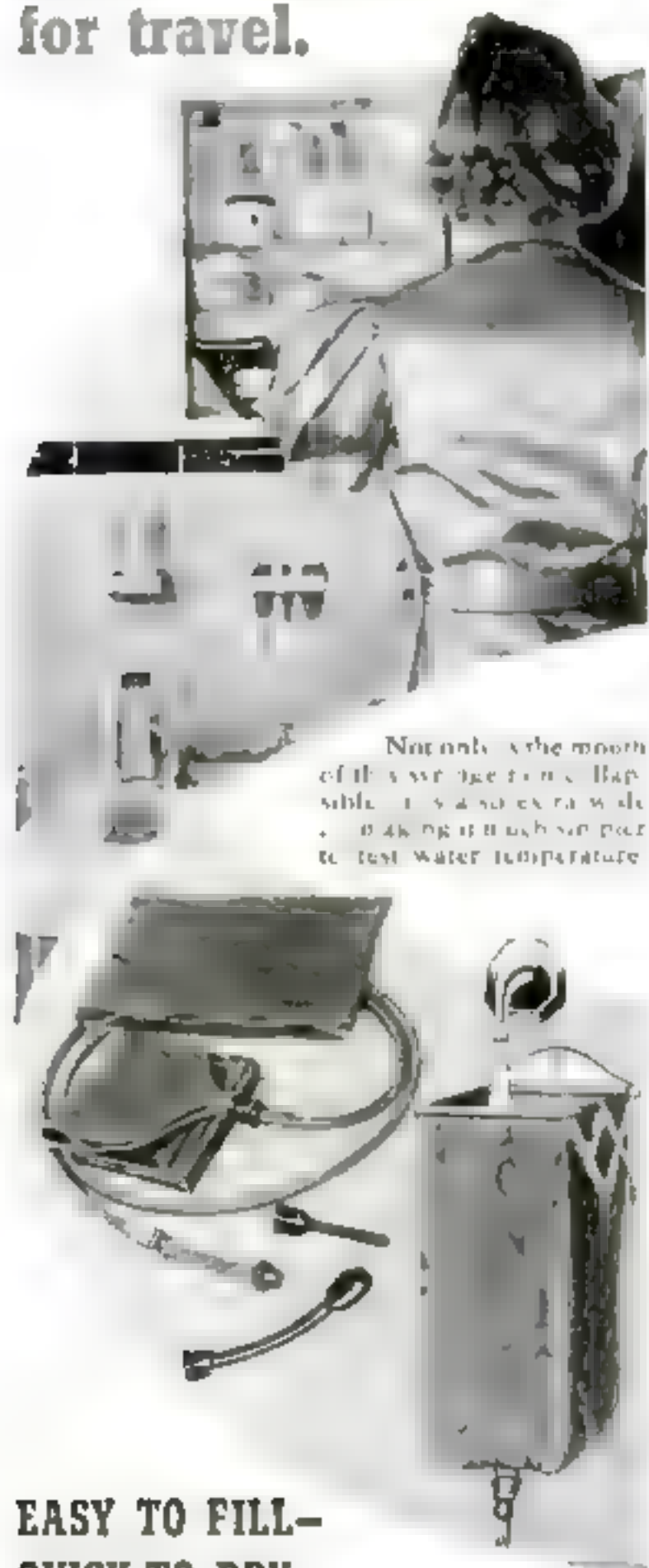


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Fleischmann's Fresh Yeast

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COMPACTO, the unique French-type Syringe, folds ingeniously into a small rubberized case—equally handy for your bathroom or for travel.



Not only is the mouth of the syringe extra wide, but it is also extra wide, making it much easier to test water temperature.

**EASY TO FILL—
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COMPACTO ACTUALLY HOLDS
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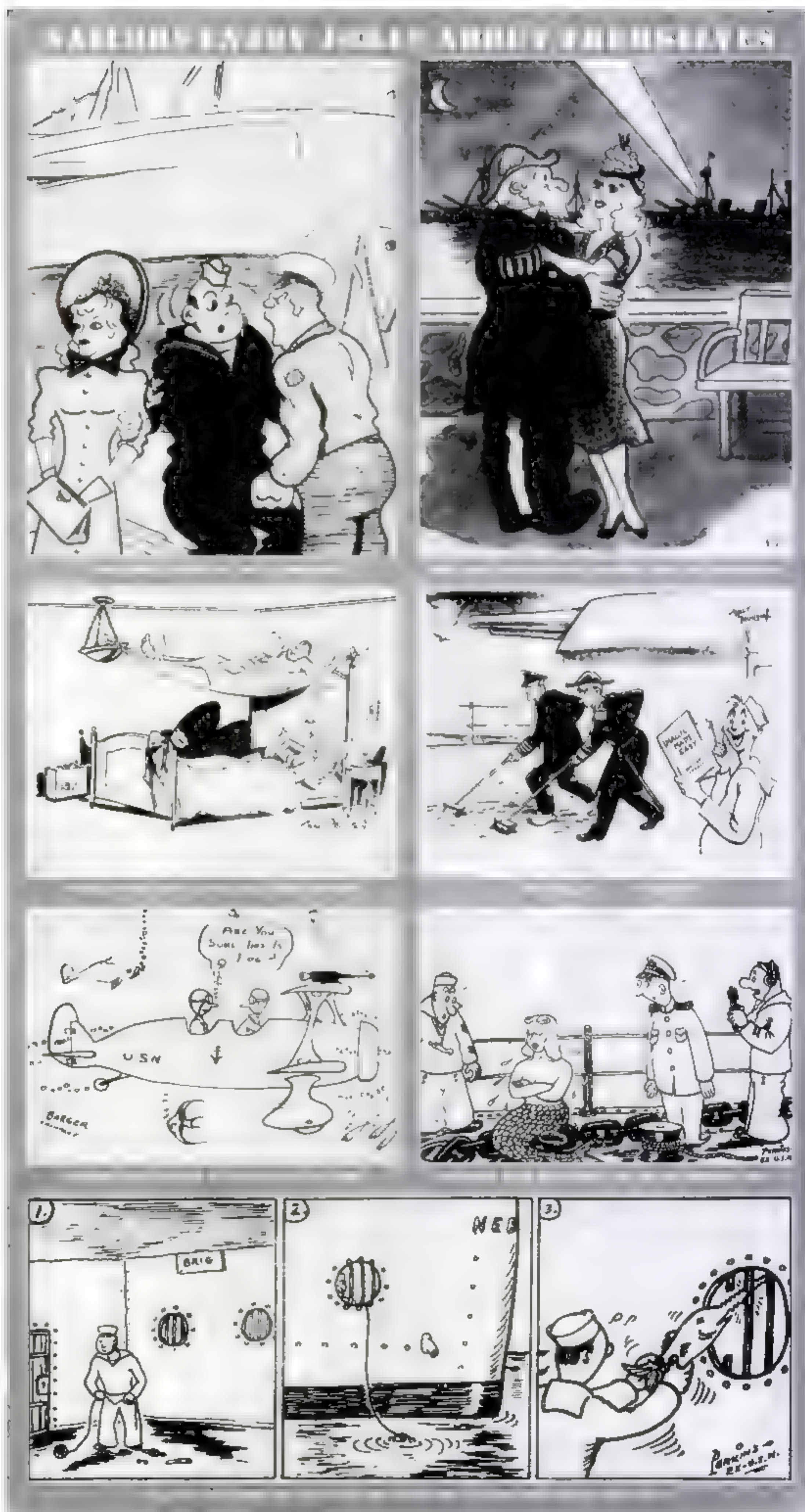
• At home, just tuck it away on your medicine-cabinet shelf—concealed in its smart-looking, talon-fastened case. On trips, it takes no more space in your suitcase than a small handbag. Yet a Compacto holds far more liquid than an ordinary syringe . . . and is the *only* folding syringe with a non-collapsible mouth to facilitate mixing and to prevent spilling when in use. \$2.95 at leading drug and department stores—in Red, Jade, Blue, and White with Cases to match. White also with Black Case.

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THE NAVY'S HUMOR IT IS SLANG AND LEGEND

BY OLIVER JENSEN

Being humorous, high-spirited fellows, sailors have gathered together one of the largest existing repertoires of jokes, nearly all of which are printable. They deal with certain amusements more readily available afloat than ashore. Naval vessels are at best cramped and complicated affairs, all wheels, dials, hooks, gadgets and narrow passages, and when action becomes unpleasantly noisy and smoky. For these and other reasons they are regarded as unsuitable quarters for ladies. Nautical humor having proved after extensive experiment that sober gunners shoot blighter, the Navy also frowns on drinking aboard ship. Consequently sailors turn into more or less monastic lay brothers whose normal amusements are sandwiched into short catch-as-catch-can visits ashore, where their costumes make them as conspicuous as Republican officeholders in Alabama. They flock together at regular waterfront haunts and are closely watched by humorists. The humorists draw low caricatures of the dogs and utterly fail to comprehend them.

Sailors speak a special lingo which calls battleships "battlegagons," fished fittings "brightwork," which labels the seven spars of a seven-masted ship "fore, main, mizzen, jigger, kicker, spanker and pusher," and which has more words for "girl" than it has ships. It is still barely three generations since the days of wooden ships, and the old square-rigged vocabulary survives because it is efficient and economical. It has a favorite verb, *secure*, applying to everything from an anchor to a 16-in. nut, meaning to fasten down snug and fast for an extended duration. For example, in the process of *weighing anchor*, the anchor is first *fished* and then *catfished*, or lashed in place, but not finally *secured* until the ship is out of the harbor and the voyage underway.

Everything has a nickname

Some of the sailors' most picturesque words are all their own, like the ancient *scuttle butt*, for drinking fountain, and the *fo'c's'le*. Others have been adopted from a love of nicknames. Torpedoes are *fish*, destroyers are *depth charges* and *ash cans*. *Bug* is the radio man's word for his Morse code key, *low-necked gown* the name for the sailor's jumper. The deck officer sneers at the men in the engine rooms as the *black gang*, *snipes* or *terraground savages*. Today's sailors no longer need know the elaborate lingo that parses a full-rigged ship, of fore-topsails, topgallant sails, studding sails, but they have a more recent idiom for such things as their food: *sea water* (soup), *collation mats* (pancakes), *Joe* (coffee—also *Jara* or *noke*), *chow* (food in general), and *chow down!* (soup's on).

Sailors call their radio man *Sparky*, their torpedoman *Tube* and their Chief Petty Officer (C. P. O.) *Crow*, from the eagle on his rating. Service boxes in general are known as *hash marks*. Behind those gentlemen's backs, but without rancor, the commanding officer is referred to as *The Man*, the chaplain as *padre* (whatever his denomination) and the plain's assistant *Holy Joe*. At quarters, sailors repose either in hammocks or on *flea bugs* (mattresses), while the petty officers live in the only bitly grander atmosphere of the *gunner's pullman*.

Liberty is that portion of a sailor's life which is spent in the pursuit of pininess ashore. A sailor *goes ashore*, but when he arrives he is *on the beach*, be it Suez, Boston or Sioux City, Iowa. (*Keep liberty* is not liberty at all, but a look from ship to shore by spyglass. Girls on the beach are referred to variously as *blimps* or *blinders* (after a battleship's waterline), native girls as *Geeshies* (from Geishas). *Squacks* are the native girls of the Pacific sometimes taken to mistress by sailors who assume the role of *Shackmaster*, and become *Bamboo Americans*. All of these ladies, however, are covered in the generic term *sea gulls*, because they follow the fleet. Many a common slang expression like "down the hatch" and "hit it to the Marines" has come from the sea. One legend tells of the African ship at Constantinople that undertook to teach the Turks baseball. Admiral Hugh Rodman relates how the first Turk came to bat and hit: "O Allah! Give me an eye to see the ball!" He struck out and a second Turk intoned, "O Allah, give me the skill to hit the ball!" He also retired and the third batter prayed, "O Allah, grant that I may make a hit!" But again the Turk struck out and the sides changed, bringing an American bluejacket to bat. "You know me, Al!" he yelled, and hit a home run.

A love for such abbreviations as C. P. O. (Chief Petty Officer), O. D. (Officer of the Deck), J. O. O. W. (Junior Officer of the Watch) and the occasional confusion of landmen (whom sailors, incidentally never call "clubbers"). There is an abbreviation for Senior Officer Present, which is S. O. P. One day a young lady at a naval reception asked an



You can pick off a gal with the greatest of ease
From the man who is dressed to pick up a sneeze

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You've heard about the latest Football System . . . how about the newest grandstand system—the one smart spectators use to keep warm? Just in case you haven't we'll pass the word along. Next time you go to a game, slip into a pair of Jockey Longs. You'll find them the most comfortable (and comforting) garment imaginable. No bulk. No bind. No buttons. Patented Y-front construction combines squirm-free masculine support with a conveniently angled, gap-proof opening. Your dealer carries cotton and various wool mixtures, sizes down to six years. Get some today, then next Saturday enjoy the comfort of wearing them to the game. (Also available: Jockey Over-Knee—"long shorts" that lessen chills!)



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75¢ and up, per garment

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Insist on Jockey and look for the name on the garment. No other underwear can have the patented construction features which have made Jockey famous. Remember, it isn't Jockey without the Jockey label. If your dealer can't supply you, write us.



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Made and distributed in Canada by Moodies, Hamilton, Ont., in Australia by MacRae Knitting Mills, Sydney; in British Isles by Lyth & Scott, Ideal House, London; in New Zealand by Lane-Walker-Rudkin, Ltd., Christchurch, S. I.



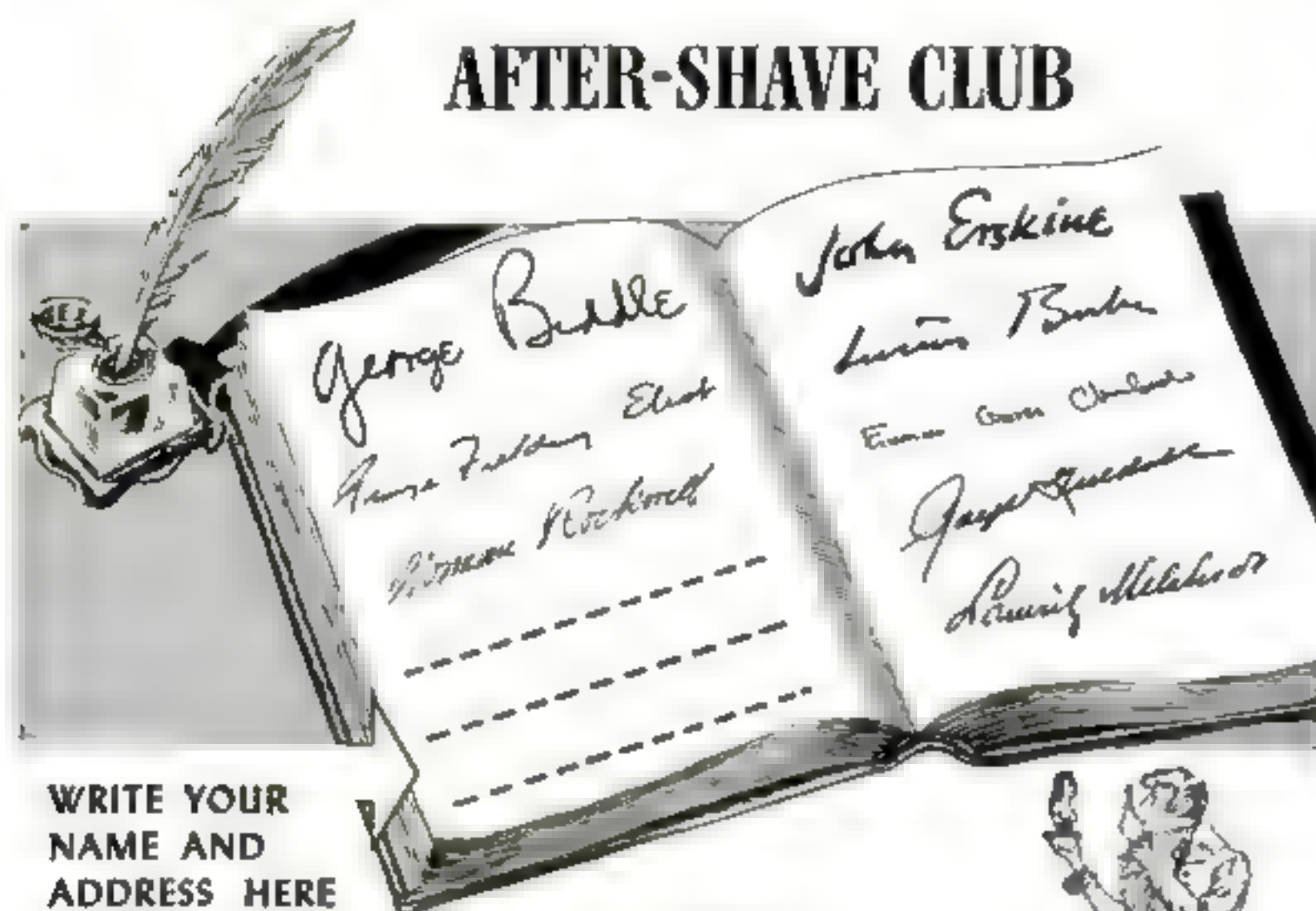
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For a better game, you need warm clothing that doesn't bind. Remember that "one layer of protection next your skin equals an overcoat!" Wear lightweight cotton Jockey Longs with a matching Jockey short sleeve shirt. Priced from 75¢ the garment at your dealer's. If he can't supply you, write us.

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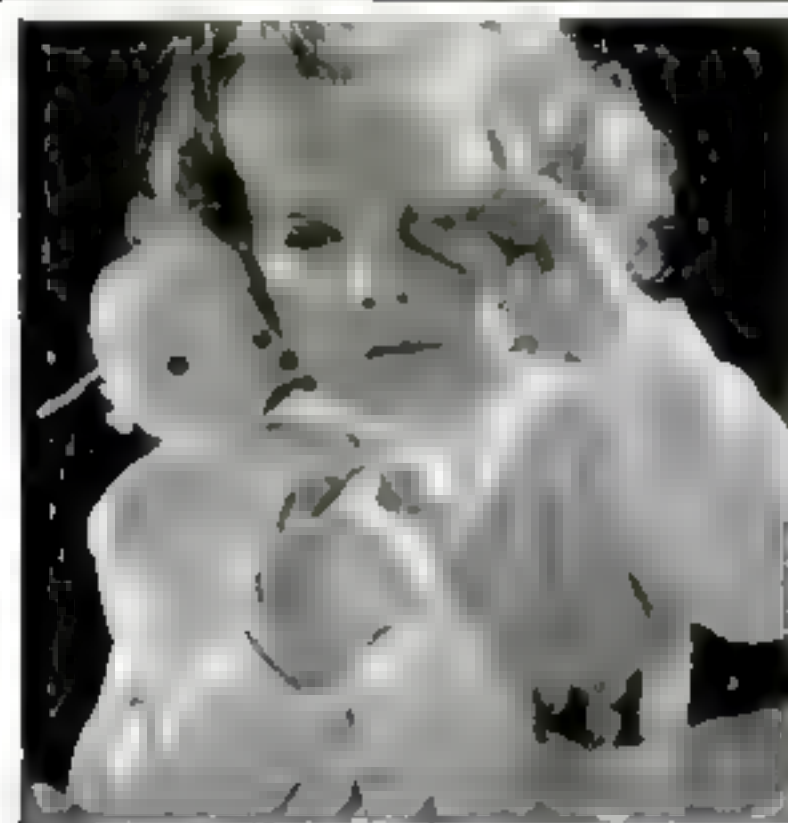
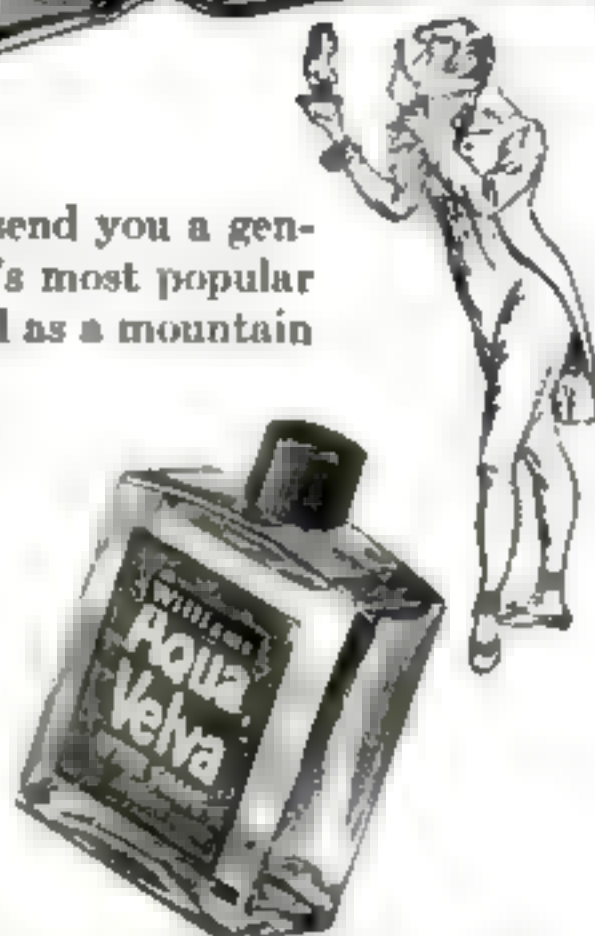
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Aqua Velva is a product of The J. B. Williams Company, makers of fine shaving preparations for over 100 years.

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Even the rag doll seems sleepy when her little mother is dressed for dream-land in a cozy Merrichild Sleeper. It's so warm and comfortable.

As makers of the nationally popular HANES Underwear, HANES can knit these quality sleepers for modest prices. Double-sole. Flexible rubber buttons. Soft seams won't irritate. Zipper, button and buttonless fronts. One-piece and two-piece suits. Some with elastic seats for self-training. Get them at your leading store—and save money! ... P. H. Hanes Knitting Company, Winston-Salem, North Carolina.

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Streamlined AS THE CLIPPER

Block-Bilt Sportswear is trim and sleek as the Clipper ... created in California for men who take their leisure smartly.



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Smartest outdoor jacket ever made! Light as a feather, warm as toast. Wind-proof, water-repellent poplin in season's smartest colors. First time at such a low price. \$5



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Comfortable as a lounging robe, swank as a military jacket. Has famous Block-Bilt ball-bearing shoulders. Smooth grain leather in Sand, Sahara Tan, and Walnut \$17.50



Look for the BLOCK-BILT label
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For name of nearest dealer write
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THE NAVY'S HUMOR (continued)

W. L. Laidley
San Francisco, Cal.

Cal. 107.

Cal. 107.

Midshipman Thompson (to class)
"He plays as abominably on a fish horn
will oblige me, by going outside the
limits when he wants to practice,
or he will find himself coming out of
the little end of the horn."

"I am L. D. Porter
the Admiral
U.S.N.

Famous order of Admiral David Dixon Porter, superintendent of the Academy from 1865-69, is still displayed there. Porter made his name in capture of Vicksburg.

officer the name of another, older officer. "That's Captain Smith, the S. O. P.," he replied. "Why," said the lady, "I thought he was such a nice man, too."

A certain famous type of seaman is vanishing. He would boast that every hair on his head was rope yarn and that his every finger was a marlin spike, that on shore he would call for a bowl of tar and a biscuit. One such was P. J. Miller, powder boy on "Old Ironsides," a foretopman who fought with buccaners in the Caribbean and was later coxswain of Farragut's barge. His favorite yarn was of a race with a porpoise aboard the brig *Penobscot*, while running the trade winds off the African coast. "We bent on the pajama spinnakers, the sky stunn'sls, every sail aboard until she was making 14 knots or faster," he would say. "The next morning, boys, that porpoise he was still there all right, but I hope to die an afterguardsman if he didn't have a bead of sweat on his forehead as big as my fist!"

The Old Salt—A man of whimsies

The oldtime sailor was a man of strange whimsies. Some of them today, coming on deck for the first time in the morning, still murmur, "Good morning, Uncle," as they salute the colors on the taffrail. In many ways they were childlike, like Reuben James, who saved the life of Stephen Decatur and, when told to choose any reward he wished, elected to be excused from the minor daily chore of stowing his own hammock. They were superstitious and long believed that "S" and then "M" were bad letters to begin ships' names. Friday they feared, for "On Friday she was launched; On Friday she set sail; On Friday she met a storm and perished in a gale." Every old quartermaster knew the ship's bell of the *Ticonderoga*, which would turn blue while ringing eight bells at midnight because a man had been murdered in the maintop.

The oldtimers are faced with the galling fact that the new high-school-graduate sailors have the effrontery to consume more soda pop than beer on their "beer picnics." However, the Navy still has its favorite charge of "returning aboard d and d" (drunk and dirty), and everybody knows a "Smokestack Jag," that last conscious state of intoxication in which it is possible to walk up the gangway.

Unlike the British Navy, the American must seek its grog ashore without the fatherly approval of the state, a situation which accounts for easily half the stories about the Navy. There are any number of variations on the theme of the sailor on trial for drunkenness. In one of the favorites, the Judge Advocate of a court martial asks a barkeeper if he recognizes the accused. "Which one is that?" asks the barkeeper. The judge points him out and receives this reply: "No sir, I don't have the pleasure of his acquaintance, but I recognize most of the other officers here."

Sometimes the Navy, faced with the problem of drunkenness, rises beautifully to the occasion, as in the case of Commodore Joe Fife's visit to Hong Kong during a visit by Queen Victoria. He ordered a 21-gun salute. Unfortunately, the gunner's mate was drunk and made the horrible error of firing 22 guns. The British, instead of returning the salute, immediately demanded an explanation, and confusion reigned until the Commodore finally flashed his reply: "TWENTY-ONE GUNS FOR QUEEN VICTORIA AND ONE GUN FOR COMMODORE JOE FIFE, BY GOD."

Sailors can commit gigantic social errors with lighthearted ease. (Several sailors have attempted to arrest policemen.) At the Coronation of King Kalakaua and Queen Kapiolani of Hawaii, a party which was pre-



Here's a brand-new type of home "Designed for Happiness" with *Glass!*

It offers new convenience and sparkling beauty
—yet can be bought for less than \$1.00 per day.

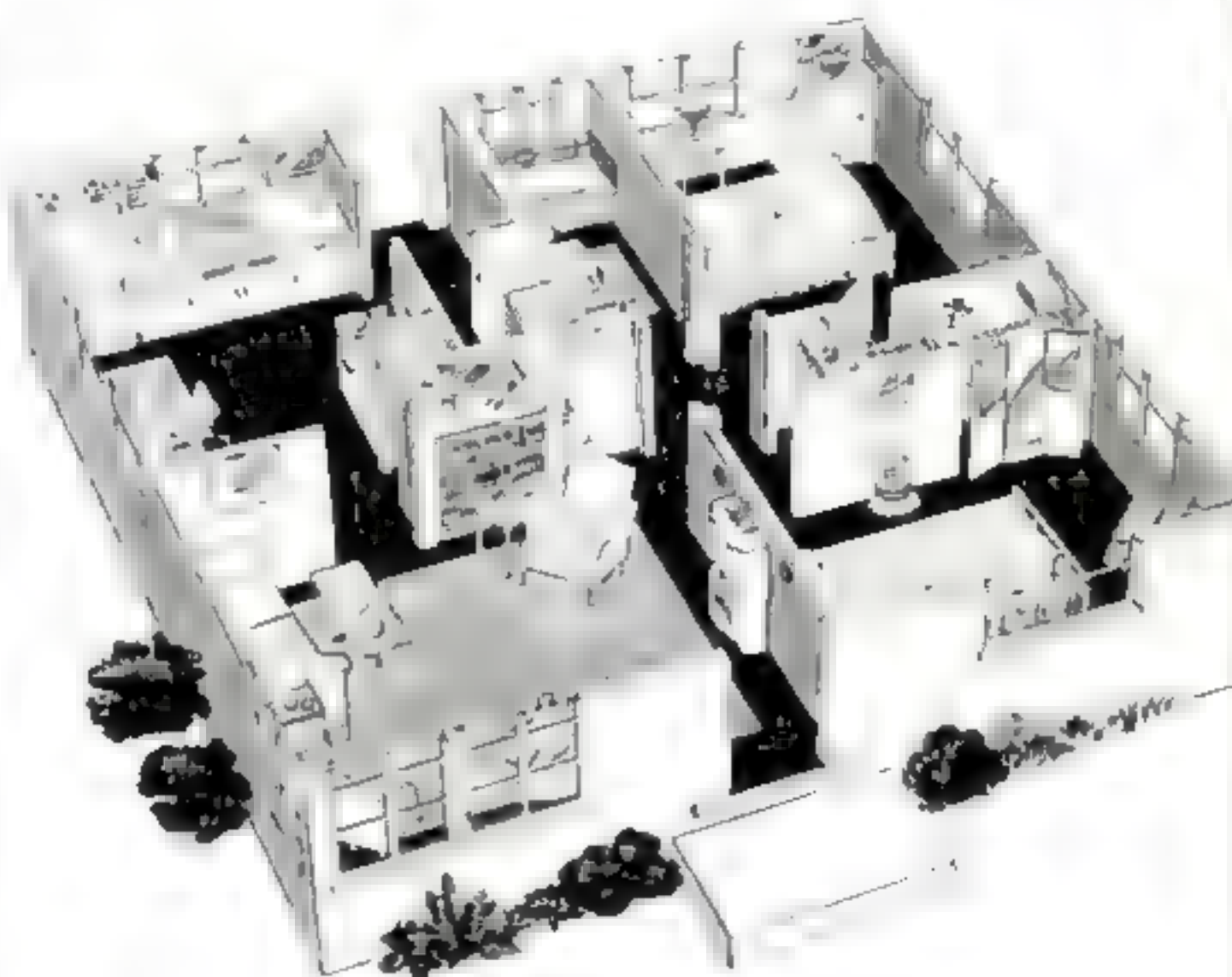


A kitchen planned to afford the utmost in labor-saving convenience and utility. It's bright and cheerful too, because of the large window and the sparkling Blue Hulse Louver glass in the cabinet doors. Equipped throughout with the most modern kitchen equipment.



A built-in plate glass mirror above an attractive bookcase in the living room forms a focal point of interest — pushes the wall back — increases the apparent size of the room. For what they add in beauty and utility, the cost of mirrors is small.

Storm windows that are tailor made. They fasten onto the face of each window in a jiffy. Storm windows and storm doors will reduce your fuel bills as much as 35%. In addition, storm windows eliminate fogged and frosted windows, greatly reduce drafts, increase home comfort.



● This is an entirely new kind of house. It was designed under F.H.A. specifications to bring to the low-income, wage-earner home buyer, the convenience, beauty and ease of maintenance ordinarily found only in expensive homes.

Look into these houses and you will see they are Designed for Happiness—with Glass. They are small, without appearing small. They are inexpensive, yet they have an air of luxury about them. For instance, sparkling plate glass mirrors are used everywhere to give increased roominess and convenience; windows are large, well placed, insulated against cold in winter, screened against flies in summer. Despite these and many other luxury features, you can own one of these attractive new homes for less than \$30.00 per month. They are more livable as a home, more valuable and more salable as an investment.

To learn all about these houses, to learn how modern use of glass contributes to better building—better living see your local Libbey-Owens-Ford Glass Distributor. You'll find him listed in the classified section of your telephone book under GLASS. Call on him.



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over CBS stations coast-to-coast. Sunday afternoon at 5 P.M., E.S.T. It's family entertainment for the American family.



In the bathroom, a wainscoting of Vitrolite Structural Glass protects the walls around the bathtub. Vitrolite is impervious to moisture and odors. It is easily cleaned with a damp cloth. Its colors are always new — never fade. See samples at your L. O. F. Distributor's showroom — for both kitchen and bath.



This disappearing dressing table and mirror saves space in the small bedroom. Both the mirror and the table are attached to the back of the closet door. Always there when you want it, out of the way when you don't.



This arrangement of 3-Panel Floor Mirrors is novel and inexpensive. The center panel between the doors is a full-length mirror. The partial-length mirrors on the doors afford ample angle views. The mirrors, of course, are made of L. O. F. Polished Plate Glass.

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CATALOG...IT'S FREE!**
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"You're turning my own child against me!"

An old-fashioned father learns some modern ideas about raising a child



1. Johnny needed that spanking, I thought. Mary didn't agree. She took him in her arms and protected him from me. Johnny came to her—the look in his eyes made me feel like a brute. "I hate you! I hate you!" he sobbed.



2. Those words stung! Johnny is the apple of my eye, and I want him to think I'm pretty swell, too. "You're turning that child against me," I stormed. "I don't enjoy spanking him. But he's got to learn he can't act up every time he has to take a laxative."



3. "But he's only a child," Mary pleaded, "and that awful-tasting stuff terrifies him. I told the doctor about these scenes today. He says it's had to force a child to take a bad-tasting medicine. It's apt to shock his entire nervous system."



4. "According to the doctor, children should get a laxative that tastes good—one they take willingly! But NOT an adult laxative. A child's system is delicate, after all—and needs a special laxative. The doctor recommends Fletcher's Castoria."



5. "He says it tastes good—and it's designed for children and only children. It works mostly in the lower bowel, so it isn't likely to upset a youngster's digestion. It's gentle and thorough—contains no harsh drugs. And above all else, Fletcher's Castoria is SAFE!"



6. Well, I was off in a jiffy for a bottle of Fletcher's Castoria. And it's turned out to be all the doctor said. But more than that—Johnny's my boy again. No more tantrums when he needs a laxative. He comes a running to his dad for Fletcher's Castoria!

Chas. H. Fletcher

CASTORIA

The modern—SAFE—laxative made especially for children

THE NAVY'S HUMOR (continued)

ceded by a rather festive reception, the King himself approached Hugh Rodman, one of the American officers present, and said, "Rodman, I wish you would do me a favor. . . . If you will have the kindness to remove Lieutenant X and Ensign Y from the throne, it will be appreciated." Rodman dragged his unconscious friends out and dropped them in the bushes.

The Navy is a plainspoken organization in which well-chosen cuss words have a traditional role. Once an early American steam warship, wallowing helplessly in the heavy wind and seas of the Strait of Magellan, signaled a request for a tow to a British ship steaming majestically by. The British captain replied with this message: "UNLESS THE WIND AND SEA ABATE, I CANNOT TOW YOU THROUGH THE STRAIT."

Both the British and American skippers knew equally well that the wind and sea never abate in that locality, and the incensed American flashed back: "AS LONG AS YOU HAVE WOOD AND COAL, YOU'LL TOW ME THROUGH, G—— D—— YOUR SOUL."

British-American relations have often been as frosty in port as at sea. On the China Station, a British admiral one day asked an American admiral aboard his flagship to a dinner party. The American immediately accepted, adding however, the pointed remark that his wife was aboard. Graciously, the British admiral asked her too. Then came another dispatch from the U. S. flagship: "THE ADMIRAL HAS A DAUGHTER." There was a pause, then a British reply. "WELL—CONGRATULATIONS."

Ships' papers preserve ancient jokes

"Those who are without humor are without hope," prissily states the editorial page of the *Telescope* of the U. S. S. *Trenton*, and thereby establishes the point that sailors are hopelessly unfunny when they try hard—a weakness not, however, limited to the sea. Besides regular Navy and Marine Corps magazines, many ships put out small mimeographed and even printed papers in which, as in the college comics, the two-line joke is fighting with its back to the wall. There are certain favorites that pop up in all these sheets:

Sailor at counter: "Say, do you take anything off for cash?"

Salesgirl: "This is a department store, not a burlesque."

He: "Pardon me, madam, you look like Helen Black."

She: "Yes, I know I do, but I look worse in white."

Modern sailors engage in much less hell-raising than their predecessors, largely because they are more intelligent. They are paid better and many more of them are married. Out of one ship's company of 1,100 sailors, 350 own cars ashore, and such expenses confine many sailors to the more orderly delights of the ship's movie show and the local library. But in spite of these and other hindrances, the sailor's chief trouble and concern is still his girl.

For all the sailor's romantic affairs, the Navy has a single policy: Nell has to be done right by. If a girl gets into difficulties she can come aboard ship and report to the commanding officer, who then lines up the crew and calls the chaplain. Thereupon the master-at-arms takes the lady up and down the line in review until she picks out her man. A marriage follows immediately. Lugubriously the sailor sings:

I have took a lot of trimmin' from a lot of crooked wimmin

I've been stung and flung away upon the shelf.

I've been wrecked by every natum, but I've got my consolation,

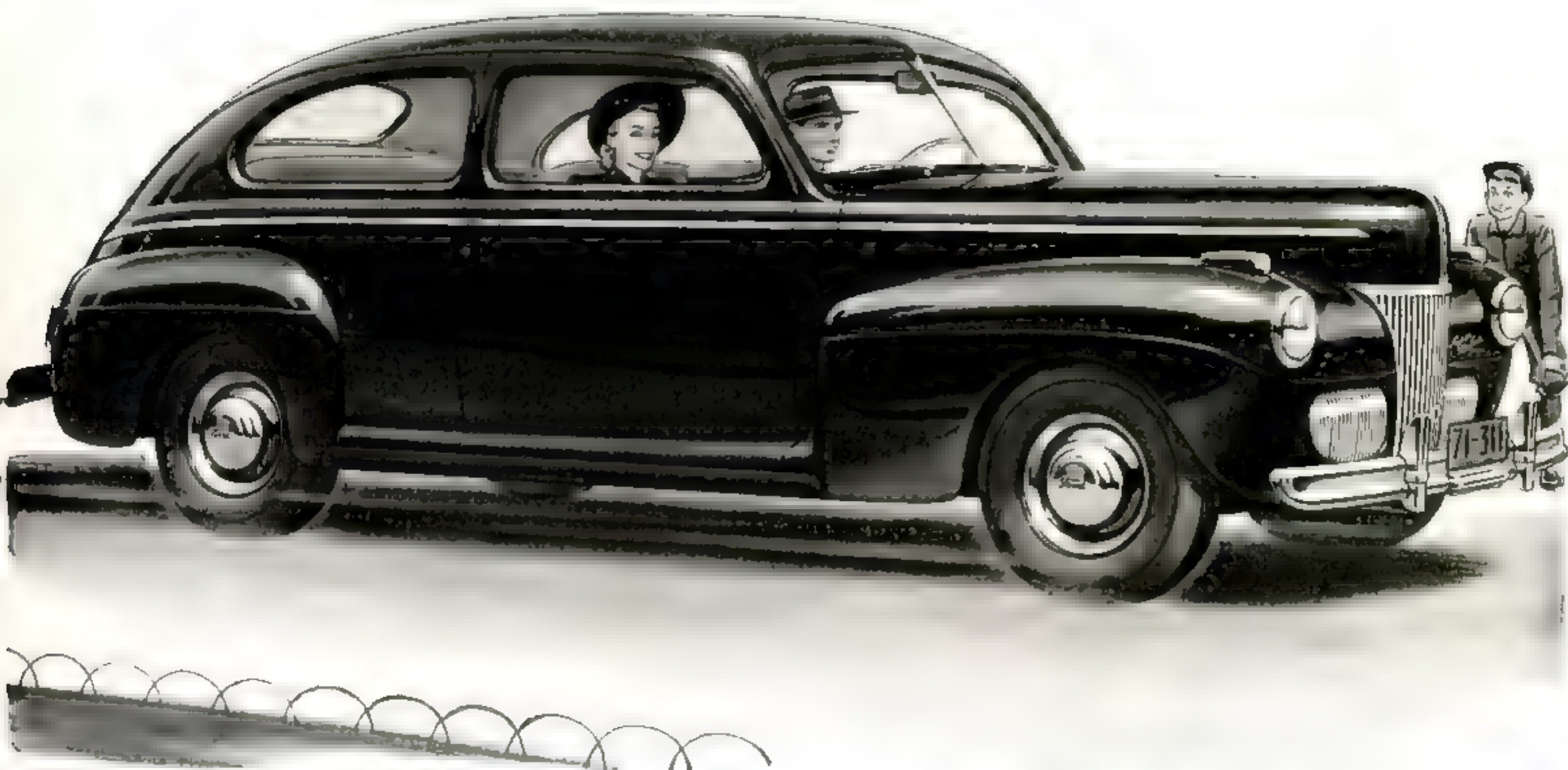
For you bet I've wrecked a few of them myself!

Whether affectionately or spitefully, sailors always call a battleship "she." This, they will tell you, is "because she carries a lot of paint to keep up her appearance; because she always has a crowd of sailors around her; and because she makes a helluva lot of noise in an argument."



NAVY FRANKSTER IN 1900 MUGGED AFTER LIFE-SAVING CLASS

You expect **BIG** things from **FORD**!



THE Ford Rouge Plant is world-famous for doing big things in a big way. Now it's producing the biggest Ford car ever built!

The 1941 Ford has an entirely new body—longer and wider. It has a longer wheelbase. Seating width has been increased as much as seven inches! Larger windshield and windows provide as much as 33% more glass area.

After you see the beauty and size of this big car, feel its faster acceleration and soft new ride—a ride produced by new, slower-action springs, improved shock absorbers, and a newly designed stabilizer that eases steering and helps maintain balance on curves or in cross winds.

How is it done? How can such a big, comfortable car have eight cylinders and this costly construction at low price?

The answer goes back to the Ford way of doing business—to the fact that Ford has built millions more cars than any one else and is satisfied with a smaller profit per car.

Get the full story from any Ford dealer. See how little it costs to trade in your present car. A 1941 Ford means a good deal!



The Great Ford Rouge Plant

provides the finest manufacturing facilities in the world. Here the genius and experience of Henry Ford, plus the efficiency of Ford engineers, produce quality cars in huge volume to sell at a low price with small profit—so that when you buy a Ford, you get value far above the price you pay!

Get the facts and you'll get a **FORD**!

LIFE ON THE NEWSFRONTS OF THE WORLD

Britain's Navy gets action; Germany moves into Balkans; Burma Road opens

While the eyes of America—and the lenses of LIFE's photographers—were turned on the U. S. Navy, the eyes of Britain proudly watched the British Navy demonstrate that it was able to keep the enemy in its place. Following a week in which it boldly battered Cherbourg and Dunkerque, the Navy thrice engaged the enemy. Off Norway it sank a German vessel. Off Cornwall, it dispersed a marauding German flotilla.

In the Mediterranean, an old hero of the war bobbed up again. This was the *Ajax*, one of the brave cruisers that licked the *Graf Spee*. Out on one of the great, sea-sweeping expeditions by which the British Fleet has contemptuously taken command of most of Italy's Mare Nostrum, the *Ajax* ran on three Italian destroyers. Firing at full speed, it sank two. A while later it came on an Italian cruiser and four large destroyers, which discreetly tried to hurry away. But the *Ajax* sank another destroyer, went happily home to have its wounds patched. To cap it all, the British announced that the Mediterranean Fleet had traveled a distance 20 times the circumference of the earth trying vainly to find the Italian Fleet and fight it.

At home, another hero of the *Graf Spee* battle made news. Rear Admiral Sir Henry M. Harwood, commander of British squadron in the *Spee* fight, was named assistant chief of Naval Staff. At the same time, Vice Admiral John C. Tovey replaced Sir Charles Forbes as Commander in Chief of the Home Fleet.



HARWOOD

In the air, things went less well for Britain. The weather, once looked on as an ally of England, turned against her. British bomber raids on Germany were hampered by thick weather while German planes, in their quick stabs at England, found protective cover in the clouds and mist. British plane losses were as great as Germany's. British civilian casualties since June were announced as 8,365 dead, 12,352 wounded.

There was no sign the British were buckling. The official Soviet army organ, *Red Star*, said the German air offensive had failed. The vexed *Das Schwarze Korps*, organ of the Nazi Elite Guard, sneered at British pluck: "London's ability to carry on is not due to British toughness. Rather this England approaches death with sensual pleasure—smacks its lips—bears humiliation—if in dying it may drag its enemy into the abyss. Pleasure in destruction parallels pleasure in self-destruction."

Boiling Balkans. An Axis ultimatum to Greece reportedly demanded the abdication of pro-British King George, the resignation of Dictator Metaxas, territorial concessions to Italy and Bulgaria, airfields for Axis use, severance of trade with Britain.

Similar to the pressure on Greece was the political and economic pressure that was forcing Yugoslavia and Bulgaria into the Axis camp. Rumania was already under the German heel with some 35,000 Nazi troops patrolling oil fields, "instructing" the Rumanian army. Disassembled U-boats were reported en route to a Black Sea naval base. The Axis was now in position to hold Stalin at bay while bringing Britain's friends, Turkey and Greece, to heel.



GEORGE OF GREECE

What Russia proposed to do was as clear as Volga mud. Peeved, Russians denied they had been informed in advance of Germany's occupation of Rumania. All last week Russia kept mending diplomatic fences. There were rumors of a Russo-Japanese "non-aggression" pact. In the U. S. Soviet Ambassador Gromyko snuggled up to the State Department. At Ankara Ambassador Vinogradoff went into a huddle with the Turkish President.

Ice-cold Lebensraum. Last week the Nazis had the puppet Quisling government of Norway, in the person of Propaganda Minister Lunde, lay claim to the North and South Poles as *Lebensraum* for Nazi Norway.

Burma Road Opens. At the stroke of midnight on Oct. 17 Britain opened the Burma Road which, for 710 miles from Lashio, Burma to Kunming, China, forms China's main munitions supply route from the outside world. Seven minutes later the first lorries sped off for China. A Chinese official promised the drivers that "wine will be waiting for you when you reach Kunming." Also waiting at Kunming and along the route were Japanese Navy bombers which had gutted over 100 homes at Kunming alone on previous day.

Draft. Some 16,500,000 Americans, of all sorts and sizes, lined up peacefully at registry offices, declared their heights, weights, color of their eyes and hair. Two days later, conscription officials announced that voluntary enlistments had come in so fast that few of the first draft quota of 400,000 would actually be called in February.



It is perfectly possible that Franklin D. Roosevelt would travel a thousand miles to do what he is shown doing on the opposite page. The object that he is inspecting and which frames his car in this picture is a face plate of thick armor for a battleship gun turret, being shaped at the Carnegie-Illinois steel plant in Homestead, Pa. A lifelong naval enthusiast, Mr. Roosevelt is probably the most popular Commander in Chief the U. S. Navy has ever had, with the possible exception of his distant cousin, Theodore. His mind is stored with naval lore, his walls are cluttered with naval pictures, two of which LIFE reproduces in its color section (*The General Armstrong Surrounding*, p. 48 and *The Monitor and the Merrimac*, p. 49). As Woodrow Wilson's Assistant Secretary of the Navy, he kept pushing Navy even after the war ended. As President, he has greatly upped the Navy's might and morale, though not until last summer did he begin urging the two-ocean fleet of which Americans now so well understand their need.

But for all the President's naval enthusiasm, the nation by last week had grown raucously sceptical of the pretense that the sole purpose of his defense inspection trips, paid for by the Government, was to inspect defense. By the clock, he spent 21 minutes in the Carnegie-Illinois plant, 15 at the Mesta Machine Co. By contrast he spent hours closeted with local Democratic politicians in his private car, or riding through packed, cheering streets. The nation also seemed to be growing restive under the silent treatment he was giving the issues of the campaign and was showing unmistakable trendings toward voluble Wendell Willkie.

At this point Mr. Roosevelt, possessor of one of the nation's keenest ears-to-the-ground, suddenly scrapped his whole campaign strategy of aloofness. At press conference Oct. 18 he announced that "deliberate falsification of facts" and issues by his opposition had forced him to decide to take the stump for five strictly political speeches, travel and radio time to be paid for by the Democratic National Committee.

Now at last, the nation hoped, the battle would be joined, the issues met, the thronging questions of the campaign answered by "The Champ" himself. Not the least of those questions related to the defense preparations which he has been inspecting. Are they going as speedily as they would if there were a single defense administrative agency, with an authoritative chief not also burdened with the tremendous duties of the Presidency?



AMERICA REGISTERS: LEFT TO RIGHT, AMISHMAN, SALVATION ARMY LAD, MINNESOTA'S GOV. STASSEN, CHINESE, ROBERT TAYLOR, JOE LOUIS, BOSTONIAN, MIDGEY



The Case of the ...
inspects Homestead ...



AT BASE OF JEFFERSON STATUE ON CAPITOL STEPS AT JEFFERSON CITY, MO., WILLKIE SPEAKS TO 17,500



25,000 RALLIED IN DEMOCRATIC ST. LOUIS TO HEAR WILLKIE

WILLKIE TURNS

Last week, with only three weeks until Election Day, the 1940 Presidential campaign at last turned into the Battle of the Century it was originally advertised to be.

The turn of the tide of Democratic complacency and Republican defeatism was unmistakable. It showed in the upsurging size and enthusiasm of the Willkie crowds, nowhere more noteworthy than in Democratic Missouri where Willkie's St. Louis reception was locally compared with the Lindbergh homecoming of 1927. It showed in the Gallup Poll when Candidate Roosevelt's mounting lead was checked for the first time as Indiana (14 electoral votes), Illinois (29), Michigan (19), Iowa (11) and Wisconsin (12) swung back in the Willkie column. It showed in the Wall Street betting odds, which dropped from 12-to-5 on Roosevelt to 7-to-5. It showed in Ed Flynn's agonized squawk about unfair treatment in the press. And it showed most clearly in Candidate Roosevelt's decision to drop all pretense and take the stump as an avowed candidate for re-election.

Apparently Candidate Willkie, hobbled by inexperience as orator and politician, forced to begin by making clear his stands on such specific problems as relief and labor, hurtling himself at the country with five to ten speeches daily day after day after day, had created initial confusion and made few converts by any single speech. But now it appeared that the cumulative force of his all-out campaign, his dogged hammering reiteration, was beginning to take effect. A whole, clear picture of Willkie the man (*see p. 14*) and of his case was now emerging. Voters were beginning to understand the choice he was calling them to make on Nov. 5.



ESTIMATED 150,000 PACKED ST. LOUIS STREETS TO GIVE WILLKIE RECEPTION LIKE LINDBERGH



DELIVER HIS 20TH-ODD CAMPAIGN SPEECH SINCE SEPT. 23

CAMPAIGN TIDE

The great choice as he offers it, as he finally stated it simply and bluntly on Oct. 18 in Abraham Lincoln's Springfield, Ill., is not between immediate, specific plans and policies. It is between philosophies and long term national directions. The issue is not whether a man named Franklin Roosevelt wants to become a dictator. It is whether the American people will join in one last great attempt to make democratic private capitalism work, with Government in the role of umpire instead of boss, or whether they choose to drift on toward what Willkie at Springfield called "State socialism, or . . . State capitalism, or if you want to state it in a different way, complete centralized government dominating the complete economic life of the people."

Mr. Willkie says the New Deal is heading that way. The drift is revealed, he asserts, in its concentration of executive powers, its expanding bureaucracy, its mounting debt, its distrust of capitalists, its defeatist attitude toward the problems of full unemployment and full productivity, its apparent acceptance of huge Federal spending and Federal doles to the unemployed and farmers as permanent if not desirable. He sees it most clearly in the Third Term bid, with its implications of one-party government and indispensable leader.

He says to the American people: That kind of government is efficient. It has proven so in Germany. You can have it if you want it. But don't forget that you can't have it *and* your freedom, too.

This is a serious challenge, the most serious an American could make in 1940, and it deserves a serious answer, which up to last week's end it had not yet received.





SENATOR HIRAM JOHNSON HAS GREAT CALIFORNIA FOLLOWING. HE RECEIVED THE REPUBLICAN, DEMOCRATIC AND PROGRESSIVE NOMINATIONS FOR RE-ELECTION THIS YEAR.

"FIGHT ON— TRUTH WILL PREVAIL"

If the radio were a device for bridging time as well as space, many an American might well have imagined as he sat by his loud-speaker on the evening of Oct. 18 that he was listening to the voice of Daniel Webster, Henry Clay or John C. Calhoun. It was not alone the rolling periods and antique turn of phrase which made 74-year-old Senator Hiram Johnson of California suggest the statesmen-orators of the nation's youth. Over the 1940 airwaves there also came the fervent feeling of devotion to political principle which inspired their words.

The Senator was addressing a microphone in Washington. He was talking about the Third Term. He said:

"This is a greater crisis and perhaps is more far-reaching than any other, for it may mean the preservation of the earth's last fortress of democracy."

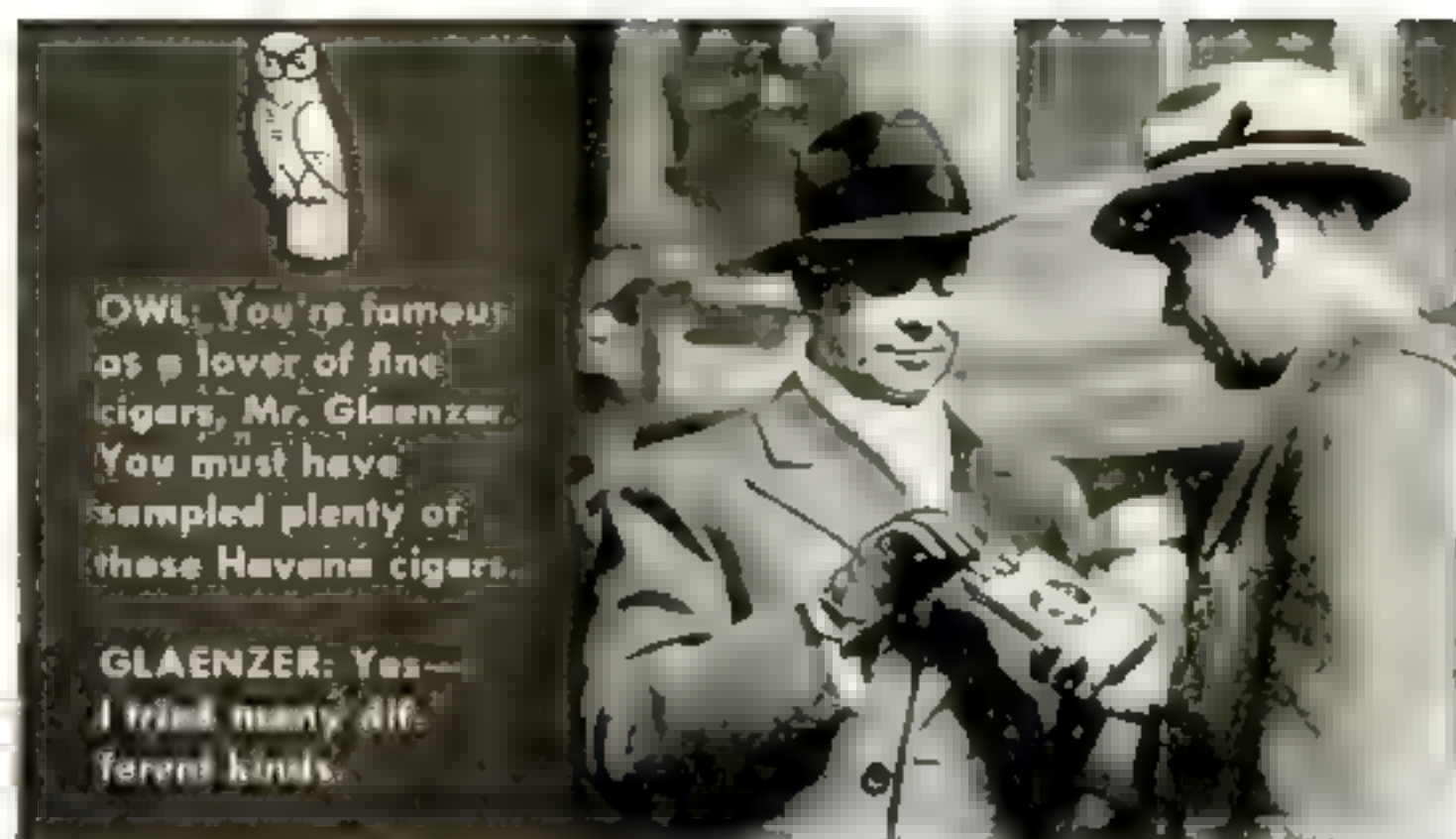
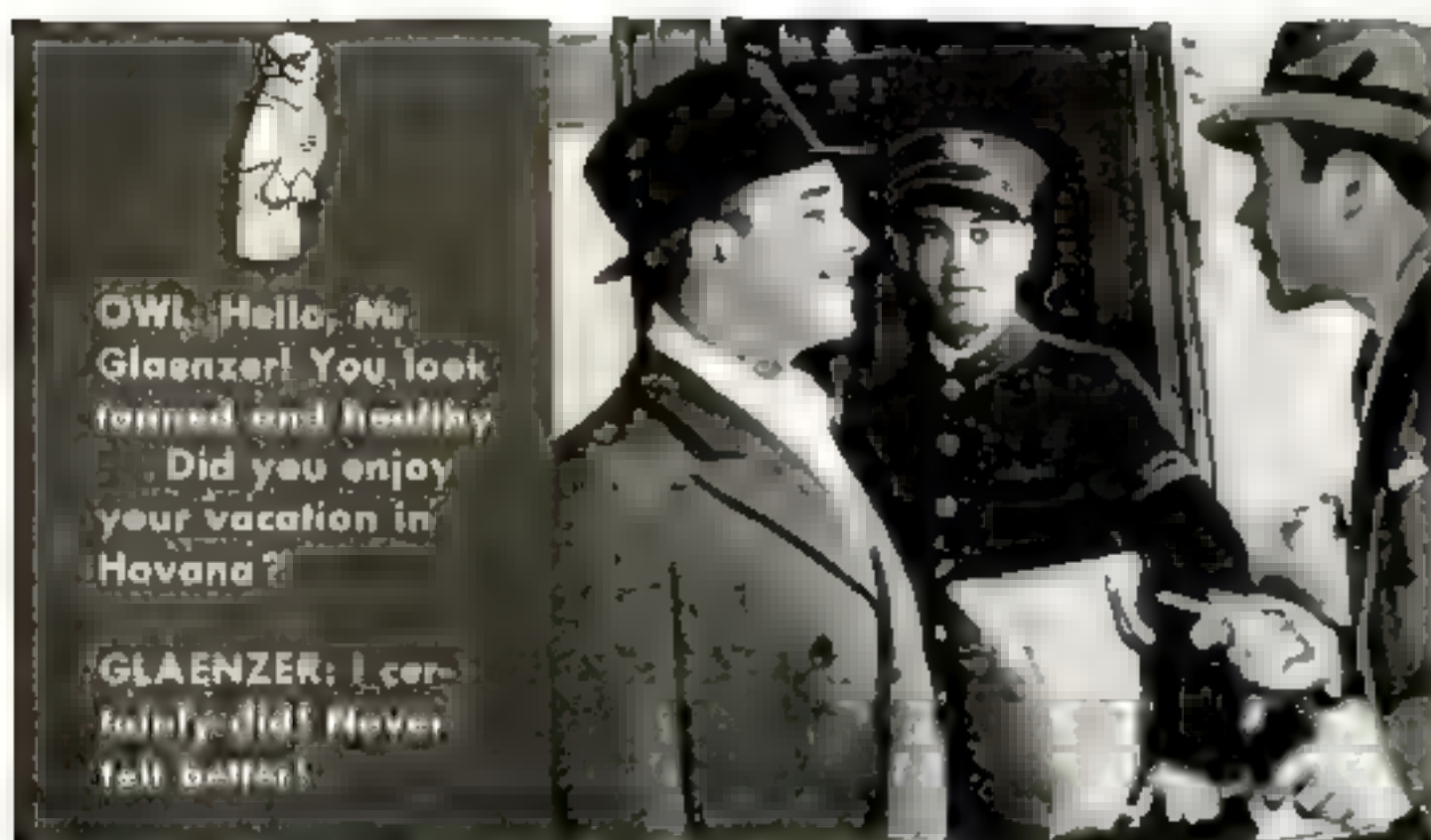
Jefferson established the principle of a two-term limit for President. Washington set the precedent. Madison and Monroe acquiesced in it and Andrew Jackson, who until the Democratic Convention of 1940 was the second greatest Democrat of all time, favored it. All the great Democrats from that day to this have been in accord. None has dissented. The reasons were plain. It was a fear of personal power in one man, the fear of personal power which would lead that one man to excesses. Power is a heady wine. Few human brains can resist it. And certainly there has been no evidence, or even desire of resistance, in the gentleman who seeks it now. . . .

Some love it so much that power is never voluntarily surrendered. The appetite growing by what it feeds on becomes a master passion of their lives. Such men, while they realize that some day their power must be laid down, can always find a reason why the fatal day must be postponed. In their minds there is always a crisis in which their services are

indispensable. Always some great work at hand which they and they alone can do. The favorites and sycophants of the incumbent, whose eyes are linked to his, constantly assure their chief that the public good demands that he should not desert the ship. It is this sort of sweet reason that is a curse of kings.

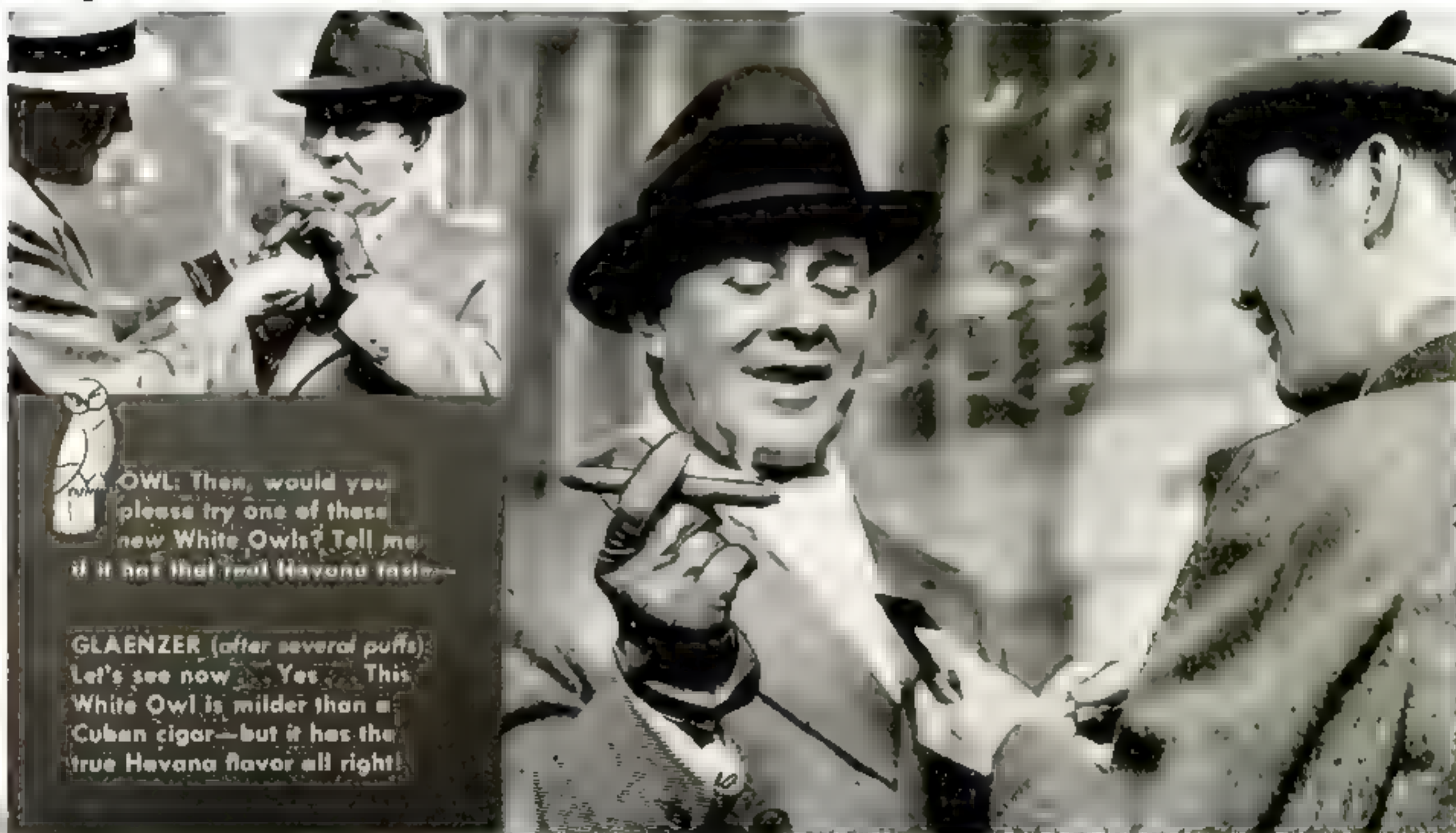
"If your imagination will permit you go back to the first beginnings of this country. Can you see Washington and Jefferson and Madison and Monroe and Jackson and all the remaining galaxy of the great safeguarding our precious liberties? We're the last country on earth to possess them. Shall one of our own jeopardize them or shall one of our own be permitted to violate the sacred tradition built up by these great men of the past for the preservation and for the perpetuity of our institutions? It must not be done."

"Upon all matters I do not agree with Messrs. Willkie and McNary in this campaign, but they are eternally right upon the great issue and the all-important one: a Third Term. Thrice armed is he whose cause is just. Fight it. Fight on. 'Truth will prevail.'"



BACK FROM HAVANA:

Jules Glaenzer quickly spots Havana Flavor in New White Owls



MR. JULES GLAENZER, Vice-President of Cartier, Inc., New York's exclusive jewelers, recently returned from a voyage to Cuba.

We met him while the memory of Havana cigars was still fresh in his mind. He told us without any doubt that the *new* White Owl had the fine Havana taste of cigars he had enjoyed in Cuba.

And when you try the *new* White Owl with its blended-with-Havana filler, you'll agree with Mr. Glaenzer. You'll agree with thousands of men that this cigar does have that choice, rich Havana flavor every smoker wants. Yet it costs you only 5¢.



Try a **NEW WHITE OWL—Today** **5¢**

New White Owls are made in U. S. A. only

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Pro-phy-lac-tic HAIR BRUSH GIVEN AWAY

with \$1 size Wildroot-with-Oil

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THE BRUSH

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Pro-phy-lac-tic
Hair Brush. 5
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bristles. Smart
lacquer finish.
Regular price 50¢.

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Grooms the hair.
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GROOMS THE HAIR
RELIEVES DRYNESS
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LOOSE DANDRUFF

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Get this WILDROOT BARGAIN TODAY

Same brush offer available with Wildroot
Regular Formula, for those who prefer a
daily preparation Wildroot Co. Inc.,
Buffalo, New York.



Eager concentration is written on the faces of these midshipmen listening to a lecture on welding. Goggles shield their eyes during the demonstrations. Expert teaching gives Annapolis graduates a thorough engineering education equal to any in America.

THE WEAPON OF FREEDOM (continued from p. 45)

Unlike Germany which is a great power on land, we are in respect of our vital interests a great island power. Yet though we are placed in the midst of the oceans of the world, we are unfortunately not completely an island. There is the Isthmus of Panama. Therefore, artificially and at big expense and trouble we have had to make ourselves into an island by digging the canal at Panama. If, instead of our having to make this narrow canal with its complicated locks and machinery, nature had left a wide, deep passage between the oceans, the problem of our defense would be much simpler. For we have to be able to act as if we were an island. Because we are not quite an island in fact, we are vulnerable at Panama. In order to overcome this critical weakness we have to have a larger navy than might otherwise be necessary: the fleet cannot pass quickly and easily from one ocean to the other, and conceivably it might not be able to pass at all. We are compelled also to maintain elaborate defenses at Panama itself, defenses against overt attack and also against sabotage, and we have to defend every point which is now or will in the calculable future be within reach of Panama by land, by sea, and by air.

Britain tests "defensive" theory of war

In so far as we are sure of the Panama Canal, the problem of defending America is the problem of defending an island. This problem is not well understood in America though much has been learned in the past few months. The uninformed and unconsidered view, often loudly proclaimed in Congress, is either that an island cannot be attacked because it is surrounded by water or that if it is attacked, it can be defended, so to speak, by coast artillery and submarines and a navy which stands ready to shoot when the attacker arrives. The "defensive" theory of national defense is now being tragically tested in the British Isles. There, for all to see and shudder at, is a demonstration of what happens to a nation when it has to defend itself by that defensive strategy which so many well-meaning people think is the only morally justifiable strategy. The British are compelled to do exactly what all the pacifist societies ask us to compel ourselves to do. The British are repelling invasion, they are resisting attack on their own cities, and they are letting their enemy decide where, when and how he will attack them. The British nation to its sorrow is forced to carry out to the letter the theory that a nation ought to do its fighting at home and that it is better to fight the enemy in one's country than in their country.

Yet the great advantage of being an island nation and of having seapower is that if wars have to be fought, they can be fought at a safe distance from the nation's homes, churches, hospitals, schools, factories, and farmhouses—that if wars have to be fought they can be fought by the armed forces of the nation and not by the women and children and the old and the weak and the helpless as well.

If the experience of Great Britain has not taught our people that the best defense of their homes is the strategical offensive at a



Whether silk or nylon... every pair made with loving care... to bring you glamour, beauty, extra wear... Preferred by millions of women... Sold by over 5,000 stores, coast to coast. SILK 79¢ to \$1.25 — NYLON \$1.35 and \$1.50

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"BC" promptly soothes nerve-racking headaches, neuralgia and muscular pains. It is composed of several prescription type ingredients that dissolve quickly and act in a hurry. Follow the simple directions on the package. For pains that persist always consult a physician.

B. C. Remedy Co., 551 Fifth Avenue, N. Y. C.



10¢ and 25¢

ONE OF THE FASTEST-SELLING REMEDIES OF ITS TYPE IN AMERICA



Officers and Gentlemen are cast in a mold from a heterogeneous collection of Iowa farmboys, ex-steel workers, rich boys and poor boys from all parts of the country. Here middies are displaying their new-found social dexterity to "femmes" at a "tea fight."

distance from their homes, they have less practical sense today than when the good Lord made them. The lesson which is being written daily in fire and blood is that you do not defend an island by stationing a cordon of warships around it. You do not defend an island by battles on the high seas. You defend an island on the opposite shore by closing the ports from which an attacker can come, by holding him down and locking him up before he can organize his attack. An island is secure when the seas right up to high water on the other coasts are closed to its enemies and are safe for itself.

No one nation can be powerful enough to do this by means of its fleet alone. It must have strong friends and allies on the other shore. That is why the naval defense of an island nation requires the political defense of its nearest neighbors across the seas. That is why Britain needed, and is now profoundly threatened because she has lost, the support of an independent France, Belgium, Holland, Norway and Denmark. These are the countries which are on the other shore from Great Britain: as long as they were independent and friendly, the British Isles were invulnerable. And that is why we need friendly powers on the other shores—along the Atlantic coast of Europe and Africa and along the China coast and in the South Seas.

National defense requires Allies abroad

For as long as on the other side of our oceans there are powerful peoples prepared and able to fight for their independence, we have the highest and most perfect form of security to which a nation can attain, the security which exists when every potential attacker is held up at a distance and no attacker is able to launch an attack. Such security as this is the only true security. For if ever the time came when the other shores of the two oceans were not under friendly and trustworthy control, then the defense of America would compel us to stand everlastingly on guard, always mobilized, always under pressure to arm ourselves more powerfully. And if the other shores were lost, it would be for the others to say when, where and how they would strike, and we and our children would stand on the unending defensive waiting for the blow to fall, trying to be ready to parry it.

And so, as we realize clearly how America is to be defended, we come to see that a great navy, though fundamental and indispensable, is not in and of itself alone sufficient to give that security in which we can live in freedom, in friendliness, and in peace. To maintain our way of life, to be able to live without being forever conscripted, forever mobilized, forever on guard, forever thinking of war, we need also to have the unquestioned friendship of free peoples living on the other shores of the seas.

The independence of the other peoples who face the oceans in which we are placed is a vital part of our own defense, as indeed our own independence is a vital part of their defense. The connections between the peoples who live on the shores of the oceans is, therefore, deeper than any alliance that statesmen could devise. They are united by the waters which separate them: either they will be friends who trust one another or they will be enemies who must sooner or later become fatally engaged. No halfway arrangement

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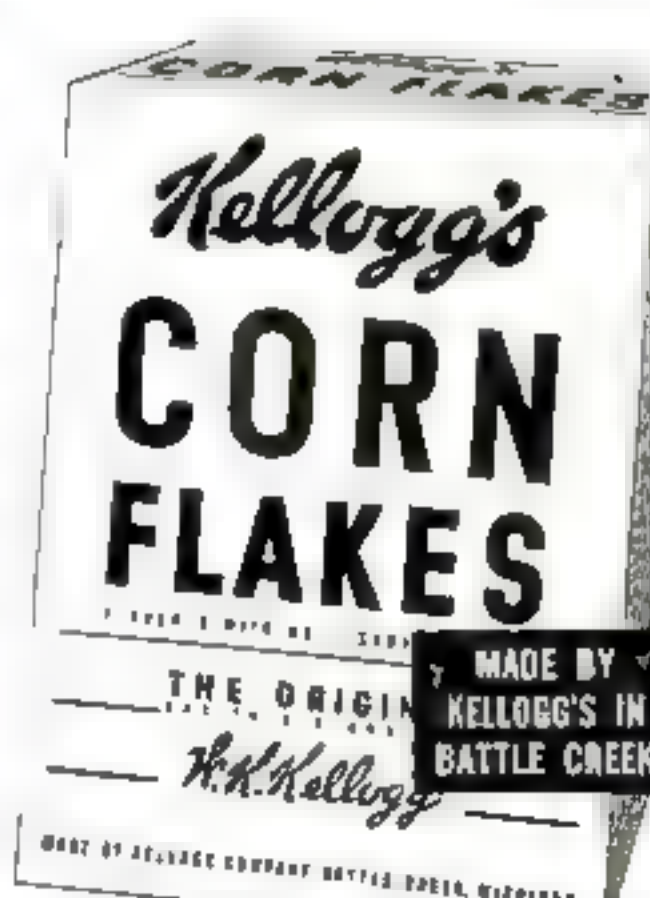


**LET ME
TELL YOU
WHY JIMMY
IS DOING
BETTER AT
SCHOOL**



Switch to something you'll like!

• What a flavor! What crispness! What freshness! When you taste these golden toasted flakes—either plain or with fruit—you'll see right away why they have long been America's *best-liked* ready-to-eat cereal! Get a package tomorrow.



ALWAYS SAY KELLOGG'S BEFORE YOU SAY CORN FLAKES

VOTE FOR ALL THREE



PORTAGE Shoes give you all three, in extra measure. For men of affairs, Portage presents the new **STANFORD** Shoes with Cordwainer Hand Finish. Be sure to see them. **PORTO-PED** Air Cushioned styles put your feet on Easy Street. With young men, Portage **BOULEVARD** Shoes win in a walk. Visit the nearby Portage Dealer.

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Portage **STANFORD** Shoes
\$6.85 to \$7.50

Model 184
Smart new Aviator
Oxford in Tan Calf.
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Model 2257
Black or Brown Calf.
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leather Arch Stay.

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\$5.00 to \$6.00

Model 6633
Saddle Stitched Wing Tip
style with Copper Tone
Hand Finish.

\$5 to
\$7.85

Slightly higher west of Rockies

PORTAGE SHOES FOR MEN

THE WEAPON OF FREEDOM (continued)

between friendship and enmity can long endure among peoples who live on the shores of the same sea. Either they must find the way to a common security or they must fall into the abyss of war.

The common security of the peoples who face the seas must, of necessity, be the task of a community of free nations. Nations which are neighbors on the sea cannot be bound together by a conqueror. The nations which rule the sea, using a navy as their weapon, cannot occupy and subjugate and rule over their neighbors on the other shore. Seapower is the weapon of freedom and though here and there it has been employed to subjugate weak and undeveloped peoples, the record of history proves that under the aegis of seapower alone is there progress towards freedom.

Excepting only the Swiss in their mountain homes, the progressive democracies of Europe are the countries whose frontiers are on the seas nearest to Great Britain. They have lost their independence not to the seapower of the British which is in front of them but to the landpower of the Germans behind them. The British Empire, which lies in all the seas, is a growing community of increasingly independent nations. Where in the whole history of empires is there another case like that of Ireland which, lying at the geographical center of the empire, is yet free to remain neutral while the empire is fighting for its existence? How different is the fate of the Irish who live in the British sea from the fate of the land-locked Czechs and Poles who live in the midst of the German and Russian landpower. This hemisphere, which is to be defended by seapower, is the home of more than twenty independent nations.

The realm of seapower is the realm of human freedom: in the realm of seapower there is law and there is order which regulate the affairs of men without regimenting their lives or occupying their homes or breaking their spirits. We may, therefore, be proud of the Navy and of the seapower which is ours by virtue of our position in the world and of our exertions and of the many nations who wish us well. We need have no doubt that in so far as we grow stronger upon the seas our own freedom and the freedom of others will become more secure.



Uniforms have been irresistible ever since young maidens of ancient Rome swooned at the centurion's approach. In his resplendent full dress, this middle succeeds to his heritage beneath a practice gun in the gymnasium at a Naval Academy "hop



**THE HEIGHT OF
QUALITY**

WITHIN YOUR REACH

•

I.W. HARPER

THE GOLD MEDAL WHISKEY



This is Life... This is not just something to eat. This is fuel for love, joy, work, action—living.

It helps you hit the ball harder, run the race faster, do the thing better. It is paint that helps make cheeks rosy. It is fuel for endurance—for nerve—for fun—for strength. It helps the child to grow. It helps the man to work. It helps the woman to be at her best—the wife to have healthy children. It helps the older person to do and keep doing.

This is not just a piece of meat... This is Life... Rich in your vitamins—packed with your proteins—loaded with your minerals—inviting you to *wake up and live.*

HIGHLIGHTS OF MEAT FOR HEALTH

Meat is a rich and dependable source of complete proteins. Proteins build and repair muscles, cells and tissues, and help keep good firm flesh on the bones.

Meat is a dependable source of many essential minerals. Meat is high in readily available copper and iron—the red-blood builders. Meat is rich in phosphorus which works with calcium for sound teeth and bones.

Meat is an important source of vitamins, especially the Vitamin B group which includes Vitamin B-1 (thiamine), necessary for growth, appetite and protection against certain diseases.

Meat is prescribed by physicians, nutritionists and dietitians for both the overweight and underweight; for young and for old; for the convalescent and the expectant mother; and is given to patients with anemia, arthritis, rheumatism, high blood pressure, tuberculosis, Bright's and other kidney disorders.

Meat is fun to eat. Meat is good for you.

AMERICAN MEAT INSTITUTE, Chicago

FROM LIFE'S CORRESPONDENTS

(continued from p. 14)

most of his weekends at home in town reading. Though Willkie's name has appeared in the New York *Social Register* since 1930, the Willkies are definitely not formal entertainers. They occasionally have some friends in for dinner, at which they don't serve wine. They have one maid, Betty, who doesn't always get the telephone messages straight. Until recently the flat had only one telephone, located in the pantry. That is where Willkie carried on his pre-nomination long-distance campaign. Willkie says New York is "entrancing because you can live here with freedom and privacy," he leaves his 1010 Fifth Avenue apartment front door unlocked day and night because his father always left the Elwood house front door unlocked so that his sons could have no excuse for not coming home, no matter how late at night. The apartment is furnished as if its owners still lived comfortably, on not much money, in Indiana. There's a mixture of Japanese furniture, Oriental rugs, overstuffed chairs, a *démodé* fringed lampshade, over the mantel a marine with a bronze light to show it up well, an oil painting of Willkie in the foyer, a candid-camera photograph of Willkie in color, and about fifteen hundred books, including Dr. Eliot's Five-Foot Shelf. When the husband earns \$75,000 a year in public utilities in New York, transplanted Western couples usually start up the social ladder, if only to do something with all that money. The Willkies haven't any taste for luxury or snobbery. Willkie says they don't spend more than \$20,000 a year, if that, and this amount includes his insurance. He says he and his wife now have an accumulation of \$500,000. His health is so good he never sees a doctor, except when he's taking out more life insurance. The Willkies have never had an automobile in New York. He can't drive, and says that if by the time they could afford a chauffeur they hesitated that taxis were more convenient. He never carries a fountain pen today; when he did, he usually mislaid it. He doesn't carry a watch because he says he doesn't need to, and claims that without looking at one he knows the time within fifteen minutes or so.

In his Akron days, when he used to be up and out of the house by six every morning to put in an extra two hours' work at his office, he never used an alarm clock but merely set his mind on the hour and woke up on time. He's always been an early riser; he's the victim of his own relentless energy. One of the few times in his life he ever slept till eleven o'clock in the morning was the day he was nominated at the convention. Mrs. Willkie scandalized the G.O.P. bosses by telling them it was the one day in his life he ought to sleep late, because he was exhausted.

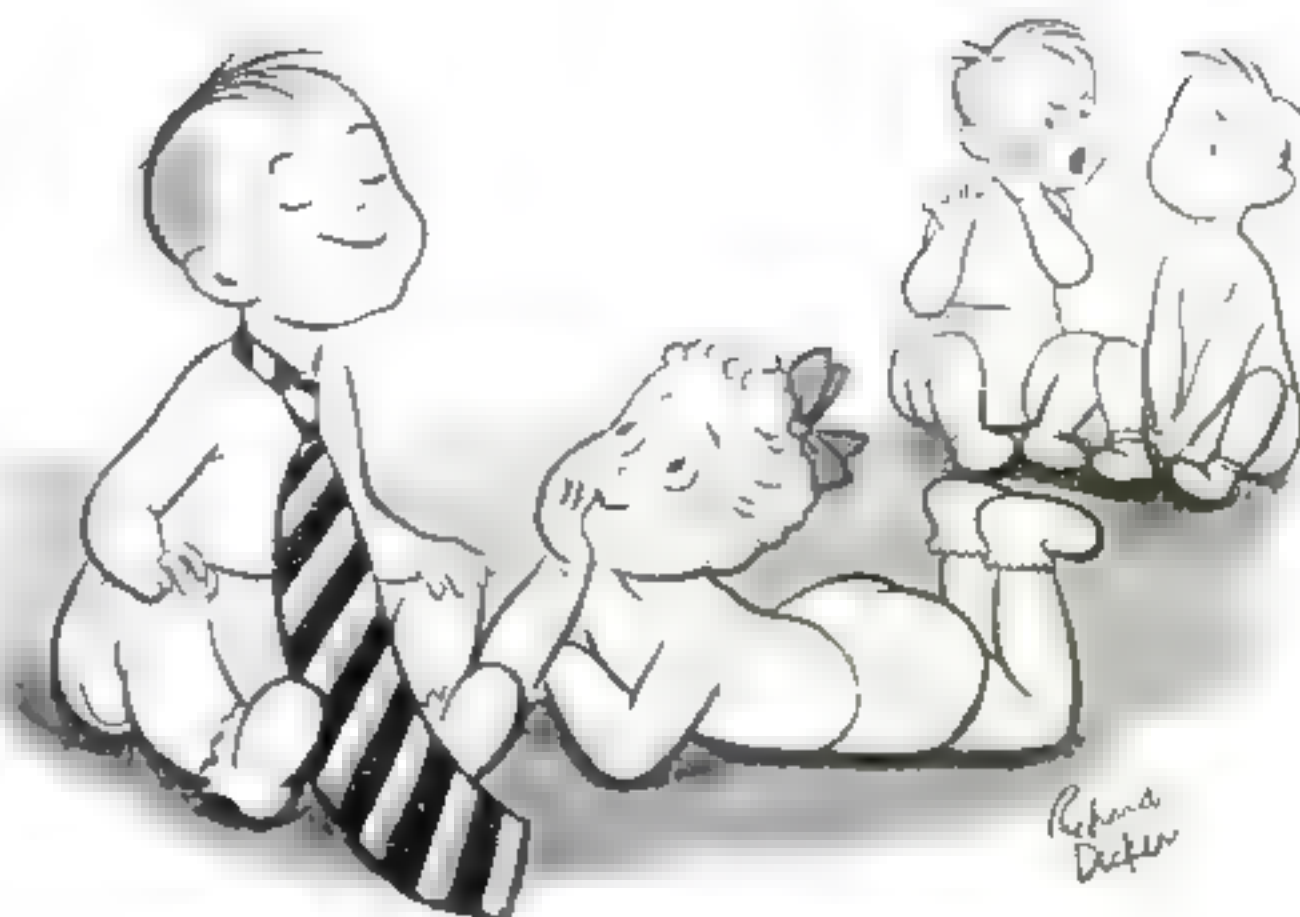
He orders three or four suits at a time from his tailor; Mrs. Willkie sees to that, finding it easier, once she gets him to the point, to have him order several. She likes his not being a dude but is ruffled whenever someone considers him ill-dressed; after all, she says, right now he has four gray suits,

eight blue ones (he likes blue), dinner clothes, and evening clothes in which he looks very impressive. His hair bothers her; she tells him to tidy it, but when he's excited it falls over his right eye and he forgets. She says that, like most big men, he is careless around the house, and hates what he calls having his books and papers moved and what she, being library-trained, calls keeping them in order. He dislikes fussy fish dishes or dressy salads, and loves rat-trap cheese; otherwise he isn't difficult to feed (though he often becomes so interested talking at table that he lets his food grow cold).

Mrs. Willkie has personal appeal, good taste in clothes, extremely pretty, prematurely gray hair that curls, a sense of humor, and a very level head. She has long been strictly anti-New Deal. After Willkie met Roosevelt for the first time a few years ago in Washington, he telegraphed to her, "CHARM EXAGGERATED STOP I DID NOT TELL HIM WHAT YOU THINK OF HIM."

Willkie owns five farms, which roughly form a semicircle around the town of Rushville. The farms are the only real estate he owns anywhere. The Greyhound buses on U. S. Highway 32 go by some of his orange, hip-roofed barns; the bus-drivers announce and point. The farms comprise a fraction more than 1,300 acres, and are run not for show but for profit. They net around \$7½ on hogs—Duroc Jerseys, Hampshire, Poland Chinas—and Hereford cattle. They're farmed on the customary 30-40 basis by tenants, whom Willkie calls his partners, and are managed by Miss Mary Sleeth, the former Rushville librarian to whom Mrs. Willkie was assistant before her marriage. Miss Sleeth's grandfather was Rushville's leading doctor and lived in a fine old walnut-paneled house; the Sleeth women have for three generations managed the family farms when their menfolk died. Miss Sleeth, who runs the Willkie farms on what is called the chemotherapy principle, is planting soy beans and uses the new hybrid, shortstalked corn which has changed the Indiana landscape, once waving with mammoth maize. Willkie ordinarily visits his farms about once a month, he says he farms by conversation, but just the same he doesn't forget the axiom that an Indiana farm's corn must feed the hogs or there's no profit. He loves the land—his land, any man's land. Not long ago he told a farm visitor that one hog's name was Waterman. When the visitor asked if that really was his name, Willkie answered no, just his pen name. He adores puns like that.

It's in Indiana that most of Willkie's extensive private generosity is concentrated. Once, when Willkie was appearing on "Information Please" with Franklin Pierce Adams, he told Adams, in the indignant tone of a countryman who had been robbed, of a \$12 laundry bill he had had to pay in some big city for having his evening shirts washed. Yet Willkie has given away large sums in private charities. He has put about 50 young people through college. He won't say



"She hasn't said 'Goo!' to us since Rodney started wearing his pop's Arrow Tie!"

•We gladly tip you off to this fact: Arrow Ties give you a flying start when you're out to look your best. They're made of superb fabrics that resist wrinkles... tie ultra-handsome knots! See this fall's new Arrow Ties at your Arrow Dealer's today! \$1.00, and \$1.50.

ARROW TIES
As Outstanding as Arrow Shirts

Made by Cluett, Peabody & Co., Inc.

SANDWICH SOLE *Cushions the Concrete!*

One—two—three soles. Count 'em! Yet this husky walks soft as a cat. It's Walk-Over's original triple-decker Sandwich construction. Crepe rubber between layers of leather. Cushions sidewalks. Blocks out bad weather without over-heating, or "squashy" feeling of full crepe soles. BROADWAY: Antique brown or black. New Walk-Over prices \$7.50 to \$12.50. Higher West.



WALK-OVER

GEORGE KENT COMPANY, BROOKLYN, MASS.

(continued on p. 116)



... ALWAYS ENOUGH
HOT WATER WHEN THERE'S A
RUUD GAS
WATER HEATER WITH A
MONEL TANK!

Smart girls know that every day is bath-day... and that plenty of hot water makes daily baths *beauty* baths. They'll tell you to get yourself a Ruud Automatic Gas Water Heater with a Monel Tank.

One of the big reasons they insist on a Ruud Automatic Gas Water Heater is because the tank is Monel—the miracle metal that simply can't rust and discolor the water.

And listen: That tank is solid Monel all the way through—not coated, plated or clad. That's why it carries a 20-year guarantee in writing, against leaks or failure due to rust or corrosion.

Why wait? Today ask your gas company, plumber, or dealer in bottled or tank gas for all information about Ruud Water Heaters—burning gas, the modern economy fuel.

RUUD MANUFACTURING COMPANY, Pittsburgh, Pa.

BE PREPARED WITH A FLASHLIGHT



AT A NIGHT fire, you see a big searchlight stabbing the dark to save lives, prevent accidents. Ready for duty—of course, always must be... And that is exactly the same kind of job that your flashlight has. Be sure it's a Winchester and keep it always ready, with strong, dependable Winchester Hi-Power batteries. Fresh—each cell dated. And all their *extra* power retained for your use—locked in, and outside short-circuit prevented—by their modern Plastic Super Seal (patented). Tell your dealer you want Winchester Hi-Power Batteries—and use your flashlight regularly, for convenience and safety.

WINCHESTER REPEATING ARMS COMPANY

Division of Western Cartridge Co. Department 52-FC New Haven, Conn.

MADE BY THE MAKERS OF **WINCHESTER** GUNS AND AMMUNITION



FROM LIFE'S CORRESPONDENTS

(continued)

who they are except that some are the daughters and sons of friends and some aren't, and that some go to school in the West and some in the East. For his mother-in-law, Mrs. Wilk—who, like many other widows of the formerly comfortable middle class, found her income reduced during the depression—he bought a business building in Rushville because he thought it "more dignified for a lady of her age to have her own independent income." The Willkie political headquarters in Rushville are located in Mrs. Wilk's building. In its windows are posters of Willkie, his face dimpled and confident above the legend "Rushville's Renowned Son-in-Law."

To millions of Americans, sitting up after midnight over their radios, Willkie's audient, distant nomination at the Philadelphia convention brought more than the mere febrile thrill that goes with a winning dark horse. Because of the recent silencing of most European democracies, in the choice of Willkie that night there was, even to many cynical or Democratic ears, an exciting, stirring sound, as of *populi*.

Willkie feels that life is a series of accidents. He is an informal fatalist. It is thus probably not in his philosophical pattern to have his heart break in November if he fails to be elected President of the United States. Certainly, the attainment of the highest political office, which comes to a man fortuitously through the vote of millions, is, of all things in a democracy, the perfect proof that the individual cannot control his own destiny.

Willkie is, more than anything else, a big, earthy executive who reads history. The coming month will decide if he is to see his name printed on its next page.

Lodge on Willkie

[One test of any man's qualification for any new job is his ability to grow to meet new situations. The following letter on Wendell Willkie's capacity in this direction was written for LIFE by Massachusetts' Senator Henry Cabot Lodge Jr. who, before he followed his famous grandfather into politics was a star reporter for the New York Herald Tribune.—ED.]

I had my first real meeting with Wendell Willkie ten days ago. I not only had never talked with him before; it so happened that I was one of that large group of Americans who had never been associated with any of the activities in which Mr. Willkie had been active. I approached him as a stranger.

We were on the train, chugging out of Grand Rapids, Mich., after a typical Willkie day. He had been speaking to the large crowds which had gathered at railroad stations. He had been whisked off in caravans of brand new automobiles to address other crowds gathered in city squares and parks.

When I entered his little sitting room at the end of his car, he had just finished an important speech to an immense crowd in a sun-drenched square in Grand Rapids. I thought

(continued on p. 118)

If Your Nose gets "Stopped-up" at night — SPOILS SLEEP



Use This Successful 3-Purpose Medicine

Here's mighty good news... If your nose "closes up" at night and makes breathing difficult, put a few drops of 3-purpose Vicks Va-tro-nol up each nostril.

Results are so good because 3-purpose Vicks Va-tro-nol does 3 important things:

1. Shrinks Swollen Membranes. 2. Helps Flush Out Nasal Passages... Clearing Clogging Mucus. 3. Soothes Irritation.

Try it tonight—enjoy the comfort it brings... And remember, if used in time, Va-tro-nol helps prevent many colds from developing.

**VICKS
VA-TRO-NOL**

Children's Colds... To
soothe nasal irritation
and prevent colds, use
Vicks VapoRub on the
chest and throat. Just as
good for adults.



**VICKS
VAPORUB**

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Colorful
Gloves for Men

Smart men are wearing
the CASA LOMA

THE GLOVES COMPANY

- Supple • Soft • Warm
- Durable • Comfortable • Stylish
- Made in America •

On sale at leading Men's Shops
and Department Stores

SOULS GLOVE CO.
PHILADELPHIA, PA.



**"People who can type
seem to get ahead
faster"**

says Miss Hazel Brooks,
Chief Instructress of Stewardesses
for the American Airlines, Inc.

L C SMITH and CORONA typewriters
aid thousands in school... in business...
at home.

Miss Brooks speaks from experience. She has
employed and trained hundreds of girls each
year... and has seen how typing helped them
get ahead faster.

It's easy to type... an 8-year-old can soon
operate a Corona Portable. In fact, typing is
part of today's educational program in many
schools. It helps you think faster... express
your thoughts more clearly... develops talent
... rewards ambition. Start typing today... take
advantage of this profitable and to self-expression.

There are several sturdily built and reason-
ably priced Corona portables for the student
... the traveller... the occasional typist. Also
fast new standard and silent L C Smith type-
writers for the secretary and business office.
Mail coupon for free descriptive booklets.

Many pilots, executives and other
employees of American Airlines,
Inc., own Corona portables. Per-
haps typing can help you, too!



Texas Oil Worker wins contests. "I bought my
Corona to make my daily reports on, and
for contest purposes," says L. G. Hamlen,
Overton, Texas, "and have won enough to
pay for it. It writes so crisp and clear that
entries jump out to greet the judges!"



World's Professional Typing Champion, Norman
Sakaviz of Chicago, won his title on a stock
model L C Smith office typewriter... aver-
aged 11½ strokes per second for one solid
hour! If you want high speed, easy action,
and low upkeep costs, don't fail to make an
office test of the new Super-Speed L C Smith.

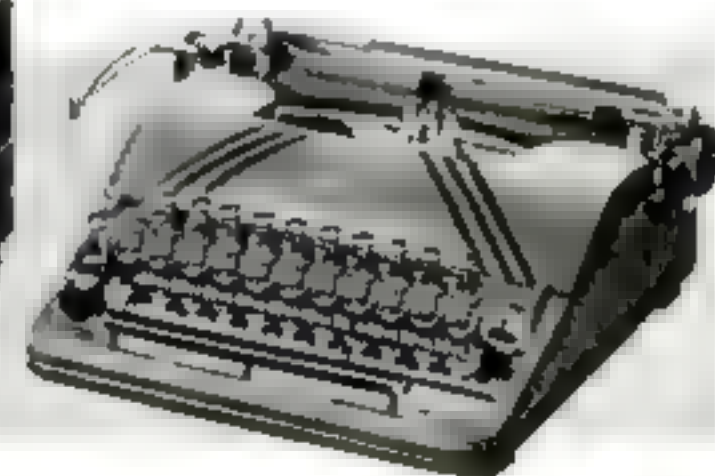
There's an L C SMITH or CORONA typewriter for everybody... beginner to expert!



CORONA ZEPHYR... "the 9-
pound wonder of the typewriter
world." Lower in cost, a genu-
ine sensation among modern
portables... yet has 4-row 84-
character standard keyboard,
back-spacer, high-speed escape-
ment! Two models. Regular
and De-Luxe. List prices, \$29.75
and \$34.75 (or 75¢ a week, plus
small down payment).*



NEW Super-Speed L C SMITH
Take a good look at the latest
word in office typewriters...
modern, complete, and incredi-
bly fast. Automatic Margin
Sel. Touch Selector. Floating
Shift... standard or silent,
choice of many type faces and
carriage widths. Free demon-
stration in your office.
List prices from \$115.50.*



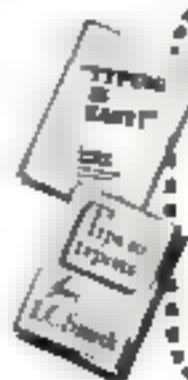
THREE SPEEDLINE CORONAS
Standard, Sterling, and Silent
... each with Floating Shift,
each "tops" among portables in
its price class. Easy to operate,
fast, sturdy, and dependable.
Touch-typing chart and smart
carrying case included with
each Corona. List prices, \$49.50,
\$59.50, \$64.50 (or \$1.00 a week,
plus small down payment).*

*All prices subject to revision

L C SMITH & CORONA Typewriters

FREE BOOKLETS! For the beginner, a
helpful folder, "Typing is Easy," by World
Champion Typist Norman Sakaviz.
For the secretary, "Tips to Typists"...
time-saving ideas for the expert.

L C SMITH & CORONA TYPEWRITERS INC
Makers also of Carbon Ribbon Typewriters ★
Corona Adding Machines ★ Vivid Duplicators
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Branches or Dealers in all principal cities.



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TYPEWRITERS INC. Book 10
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SYRACUSE NEW YORK

I am interested in ☐ Office Type-
writers ☐ Portable Typewriters.
Please send free copy of booklet
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"TIPS TO TYPISTS"
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Acid indigestion from over-eating

Get fit as a fiddle the pleasant way

Quick Rex-Seltzer does the trick

Too much rich food—and drink—late hours, over-work and strain often cause acid-indigestion. **REX-SELTZER**, the refreshing, pleasant-tasting, effervescent alkalinizing drink, quickly relieves that "over-stuffed" feeling and the headaches that go with acidity and sour stomach. It is indicated, too, as prompt relief from discomfort of colds, neuralgia, muscular lumbago, muscular pains, and heartburn and flatulence due to acid stomach.

REX-SELTZER comes in tablet form and, dissolved in a glass of water, may be taken any time, any place by all ages.

Another tested product of the United Drug Company's Department of Research and Technology, it is sold to you on a money-back guarantee of satisfaction.

Ask for it, today, in the economical packages for home use, or over the soda fountain, at your convenient neighborhood **Rexall Drug Store** wherever you see the Rexall name or this sign.



A punch tastes better
with champagne,
But connoisseurs
will all maintain
Your brand must have
a famous name,
Insist on...

COOK'S
Imperial

AMERICAN Champagnes and Wines

AMERICAN WINE CO. • ST. LOUIS • MO.



FOR AMERICANS THE RAMPARTS WE WATCH

★ Ask your theatre manager when he will show this timely feature picture

A MARK OF IDENTITY

ADVERTISED IN
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For your convenience... this mark of identity in a store quickly calls attention to **LIFE**-advertised products.

Dependable
RELIEF for
Skin Itching,
Irritation and
Minor Skin Injuries



HANDKERCHIEF TEST PROVES VITAL ZONE ALWAYS SPOTLESS

Always clean and free from goo no matter how often you smoke it. Challenging higher-priced pipes in briar quality and value.



Wm. Demuth & Co., New York

FROM LIFE'S CORRESPONDENTS

(continued)

he would probably be lying down or that at least he would have taken off his coat and loosened his collar. Instead, I met a man sitting erect in a chair with alertness evident in every feature.

Willkie seems to believe that everyone has something valuable or something inspiring to tell him. Instead of doing all the talking himself he tries to get his visitor to talk.

He asked me for my impression of his speech at Grand Rapids. I told him frankly that it had not been as well delivered as his off-hand speeches and that I had felt that he could deliver his written speeches better.

I have known a number of candidates—tired out and harassed by campaigning—who would feel inwardly distressed by words of criticism, no matter how carefully they would hide their feelings. Willkie, however, at



PRESS CONFERENCE ON TRAIN

once asked me to specify, to go into details, I spoke of other things which are very familiar to men who are in politics, but which are strange to men whose lives have been spent in business or in the law. I am still marveling at the speed with which he grasped my meaning and the ready way in which he expressed my thought better than I had done myself.

It is curious to see Willkie's mind work when in the presence of someone who obviously wants to agree with him. He loses interest. His mind appears to withdraw and to go elsewhere in search of nourishment. But bring into the conversation a man who disagrees with him. You can see him begin to like the man who opposes him. You can see something in him reach out and shake hands.

Someone had the boldness to criticize him for certain statements he made to newspapermen. He just grinned. "Every fellow makes mistakes," he said. "Don't expect me to be an exception. But I want to tell you something about this situation. There are 40 newspaper boys out here. They're friends of mine. They are workmen with a job to do. Every day they have to send a story back to their papers or their boss makes a holler. Now you wouldn't have me claim up on them, would you? I just can't do it. We're here together in this little town and we have a good time together, and I'd rather be accused of talking too much than of refusing to let these boys do their job."

I heard one man say to him as the argument waxed, "Wendell, that's just bloody, downright blasted nonsense." Mr. Willkie grinned. Not merely figuratively but actually he reached for his cuffs to roll up his sleeves. "Atta boy!" he said. "Now

(continued on p. 121)

QUAKER STATE MOTOR OIL
CERTIFIED—GUARANTEED

Retail price
35¢ per quart

QUAKER STATE WINTER OILS AND SUPERFINE LUBRICANTS
especially made for cold weather driving are now available everywhere.

BE PREPARED!

This book tells how

MASSAGE
may help
YOU!



In his new book, "Massage," a renowned physician tells what massage is, just how it has proved helpful, and when it should and should not be used. It discusses every part of the body. This book was published to sell for 50c, but we have procured a limited number and shall be glad to send you a copy *absolutely free* while the supply lasts.

THRILLING MASSAGE WITH VITALATOR!

This handy little appliance takes all the work out of massage... does a faster, more thorough job. Operates on the same principle as an expensive model used widely in hospitals, beauty shops, barber shops, health institutes. Feel the tingling, relaxing, delightful sensations of massage through your own fingertips!

In drug and cosmetic departments of stores everywhere

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Vitalator
Chrome finish \$8.95
Plastic: maroon or ivory \$9.95
FREE COUPON

The A. C. Gilbert Co., New Haven, Conn.
Please send me, postpaid, free copy
"Massage: What Is It? What Can It Do?"

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GOOD BYE TO ALL THAT!



GET THE ANTI-FREEZE THAT ENDS WORRY NOW

Put Prestone anti-freeze into your car now—and put worry out of your mind from now on!

Unlike other anti-freeze, one shot of Prestone anti-freeze protects all winter long. Prestone anti-freeze contains no alcohol, no dye or oil. It will not harm your radiator or engine. No more worry about harm to your motor.

Unlike many and inferior "Blenders"

that will freeze in the coldest weather, Prestone anti-freeze is a proven product already built on a decade of successful use—definitely established that it will protect your car with forever-lasting protection.

Prestone anti-freeze is used by the U.S. Army, Navy, Marines, and other Federal Branches. Made to a strict formula. Guaranteed in winter. See your dealer today.

2.85
per gallon



"PRESTONE" ANTI-FREEZE

**"YOU'RE SAFE—
AND YOU KNOW IT!"**

MY WIFE

Darn Near Threw a Fit

BEFORE I GOT ONE!



1. "LISTEN," she says, "I'm getting tired seeing you go around in that awful-fitting suit. And I'll bet your boss is too. Honest, Ted, it's fierce."

"NOW TAKE IT EASY, WOMAN," I tell her. "I'm way ahead of you. Matter of fact, I'm going to see a man about a suit this very day. Hart Schaffner & Marx have a Double-Checked Fit idea I want to look into."

2. SOON AS I GET in the store I put the cards on the table. "Look," I say to the salesman, "I haven't bought a Hart Schaffner & Marx suit lately—what's this Double-Checked Fit I've been reading about?"

"VERY SIMPLE," says the salesman, "but also very important. The fit of every suit we sell is checked first in the Hart Schaffner & Marx shops—then double-checked here."



3. I GIVE HIM THE FISHY EYE. "How," I asks him, "can Hart Schaffner & Marx fit in their shops a guy they've never seen?"

"THAT'S JUST IT," he says. "Hart Schaffner & Marx clothes are designed for men of all builds. No matter whether you're extra tall, hefty short, or what have you, they make a model to fit you, for they have developed more specialty sizes than any other maker."



4. "THAT'S STEP NUMBER ONE—NOW take a look at these pictures." I start to get impressed. "Now here," he says, showing me a picture, "is a step in the evolution of a coat. Note how the waistline is beginning to take on a definite shape, both on the sides and in the front. That's so the coat will follow the contours of your body and really fit. This is pretty ticklish business, because if anything goes wrong here the coat won't ever fit."



5. "AFTER THIS TAILORING OPERATION is completed Hart Schaffner & Marx experts press the coat and shape it so you are sure later to get a swell-fitting garment. See?" Then he shows me this picture. "Here they're checking the fit of the shoulders," he explains. "Shoulders, you know, have to have a certain amount of fullness put in just so, so the coat will hug the shoulders smooth-like but not like a vise." This bird seemed to know his stitches.



6. "EVER HAVE a coat collar that didn't fit?" he asks me. "Brother," I said, "plenty of 'em in my life." He shows me this picture. "Here's a hawk-eye making sure the collar of this coat will lie smoothly around the neck. This is an art and takes a lot of skill and patience—and plenty of checking!" I sneak a look at his coat collar. Smooth as silk.



7. "NOW," HE SAYS, fetching out another picture "there can't be any slips when a sleeve is hatched to an armhole, or you won't ever get any comfort out of the suit." Then he drops a bombshell on me—"And these few checking operations I've told you about," he says casual like, "are only the beginning." "Holy smoke," I say, "are there more?" "Yes, sir," says he, "every Hart Schaffner & Marx suit is checked 27 different times before it is ever sent on to us!"



8. ALL THIS TIME he's been sizing up what I jokingly call my build. Then he whips a beauty of a suit off the rack, slips it on me and before I can say "feels great" there's a tailor laying a tape on me. "Here's where the fit is double-checked," he explains. "Double-checking is an operation every store selling Hart Schaffner & Marx clothes has pledged itself to—in order to be sure that you do get a perfect fit! Everything's got to be 100% before we'll let you have the suit!"



9. I GUESS HE WAS RIGHT because when I walk into the house the next night wearing the suit, the little woman has another fit. "Ooooh," she sighs, "look what I married." "No kidding," she says, "that's something like it. Simply swell." And I guess she was right because next morning when I flash the new suit in the office the boss actually cracked a smile which, if you know the boss, is something.



The Trumpeter Label



A SMALL THING TO LOOK FOR... A BIG THING TO FIND

HART SCHAFFNER & MARX

Triple Test Worsted

—Hart Schaffner & Marx ace value—is the suit shown here. It's ready for you now in a wide new variety of colors and patterns at a price that, dollar for dollar, unquestionably offers you one of the best clothing buys in the country this fall. And remember...this Triple Test suit, like every Hart Schaffner & Marx suit... FITS.

Choice of
Millions



"The
national
rub-down"

MIFFLIN
ISOPROPYL ALCOHOL
RUBBING COMPOUND

AT DRUG,
DEPARTMENT
AND 5c AND
10c STORES

**BEST FOODS
MUSTARD**
WITH
HORSERADISH



Sure makes
BOILED TONGUE
taste exciting!



In fact, Best Foods
Mustard - with -
Horseradish gives
new zip to the flavor
of all the foods on
which you formerly
used ordinary mus-
tard. Why not try
it this week? All
good food stores
now carry this excit-
ing new kind of mus-
tard. Inexpensive!



FROM LIFE'S CORRESPONDENTS

(continued)

we understand each other. Swell. Now we get down to business."

A man came into the drawing room to make a criticism. This man said: "Mr. Willkie, before any man presumes to advise or to criticize me I ask two questions. First, is he loyal? Second, is he qualified to speak on the subject?"

The speaker stopped. Mr. Willkie peered at him briefly, soberly; then he nodded his head. "We will omit the question of loyalty," he said. "It does not arise between you and me. As to your qualifications, don't bother to state them. I'll know if you have them when you're through talking."

Another man from lesser political ranks was admitted to see Mr. Willkie. It is not the big shots alone who get to him. He doesn't ask if they are important. All he wants to know is that there is another human being who wants to talk to him. This small politician was alarmed lest he be forgotten when the campaign was over and Mr. Willkie was in the White House. Mr. Willkie enjoyed it. It tickled him.

"Friend," he said, "a lot of mean things have been said of me, but one thing has never been said in my entire life. Nobody has ever said that I forget."

You get the impression that he does not exact loyalty - that he gives loyalty. He does not seem to concern himself whether he is on the receiving end.

There was an argument about his making a certain city on his trying itinerary. All the heads of the party were against the solo trip. It involved difficulty, it involved expense, it involved leaving the comfort of his train and taking to the air - and carrying with him the whole crew of newspapermen. Three airplanes must be chartered for the special trip. Nobody was in favor of it. Nobody thought it was a good idea. The thing was turned down flat. Then the question was put up to Mr. Willkie. "We don't want you to take the risk of foul weather. Besides we don't think the trip will do any good."

Mr. Willkie listened and hunched his brows. Then he asked a pertinent question. "Who wants me to go?" he asked.

The name of the man was given.

"Oh, him? Listen, that boy's been going to town for me. And he doesn't ask anything or want anything. He's just for me. You tell him I'm going to take this trip for him if it busts my neck."

I had a chance to grasp his viewpoint about government in that little talk better than I could have done from listening to a thousand speeches - speeches in which he does not always do justice to himself.

In a sense Willkie is in the position today of a man who says to himself: "By the middle of December I must be able to perform an appendix operation." By that time, if he was really talented, he might be able to remove a wart. He would have to be exceptional indeed to acquire enough technical skill sufficiently rapidly to enable him to do a major operation. The amazing thing is that Willkie is doing it.

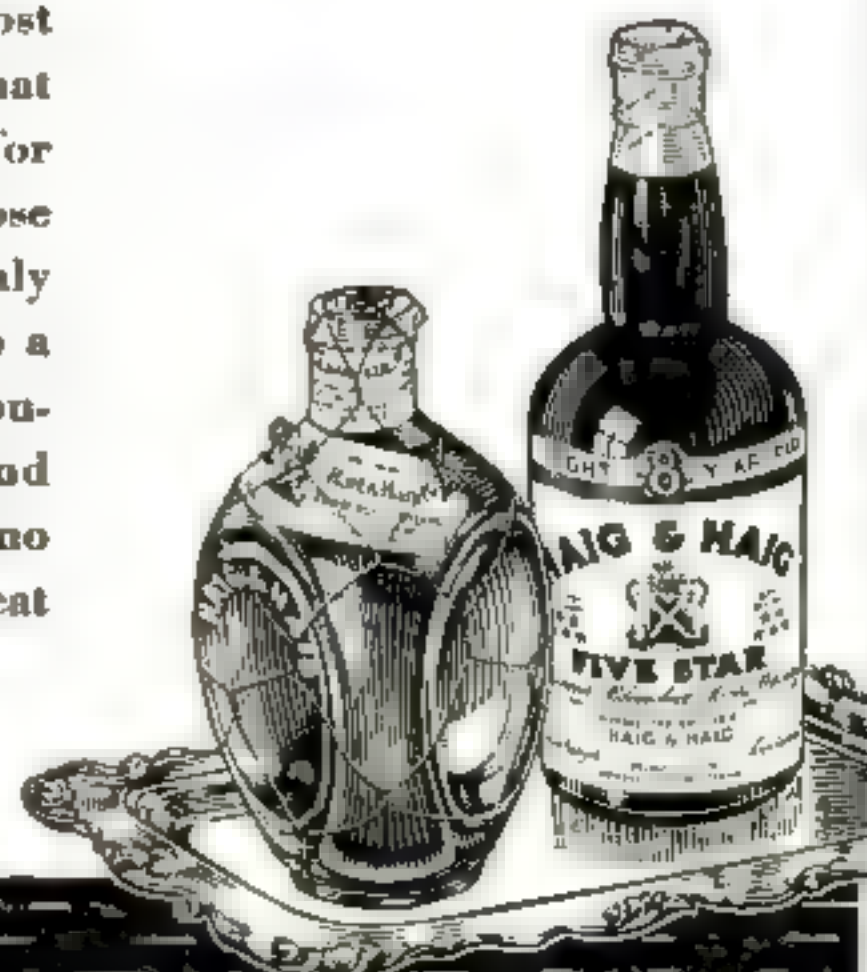
137 years ago...in 1803...the
Louisiana Purchase was made



313 YEARS AGO...IN 1627
the Haigs were
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You can be sure of utmost enjoyment in Scotch that has satisfied the public for over 3 centuries! So choose Haig & Haig! It is the only Scotch that can point to a 313-year-old history of continuous satisfaction. And yet Haig & Haig makes no extra charge for its great name and fame!

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Haig & Haig
THE OLDEST NAME IN SCOTCH

BLended Scotch Whisky • 42.2 Proof

SOMMERSET IMPORTING, LTD., NEW YORK



Lena Turner

Life Gives a Party for Lana Turner & the Navy

Sailors of "Idaho" picked her as guest of honor



LIFE'S GUESTS LAND AT LONG BEACH

Well aware of its guests' vast specialized knowledge and experience, LIFE was careful to choose the most what movie star they wanted as their guest of honor. By a decisive vote they chose Lana Turner. Referring to her as "The Girl of the Year," the magazine's editors, George Landis, and on the afternoon of Oct. 4, Lana Turner and 50 sailors met at Santa Monica's Regency Hotel. The encounter was a huge success. Lana had worn only a little at first few show-off entreaties, some my sailors. But her anxiety quickly faded. For several hours she was kept busy posing for pictures, taking and autographing photographs, hats and belts. At 5 P.M. she slipped away, went out, "somewhere" and spattered ink and some body. She had slipped a beach towel over her new beige dress. But she thought the Navy was wonderful. And the Navy thought Lana was wonderful too.

To show in some small measure its gratitude for Navy cooperation in the preparation of this special LIFE decided to give a movie party for sailors of the U.S.S. *Idaho* (p. 26-27). It had to be good for sailors are the most exacting movie critics in the world. Every one of the ships in the Navy has a movie every possible day. They'll gladly avoid Navy and once they incorporate wisecracks that are better than those in the picture.



Posing for pictures kept Lana... (The caption is partially obscured and difficult to read in the original image.)



A conga by Carmen D'Antonio. LIFE, Sept. 16, transfixed impressionable seamen. The spell was broken when one sailor leaped out onto the floor and joined in the dance. Car-

THIS FULL-PAGE PICTURE OF LANA TURNER IS SUITABLE FOR CLIPPING AND HANGING IN SEAMEN'S LOCKERS OR ON BULKHEADS OF JUNIOR OFFICERS' CABINS

The "Stag line" favors Debs who take this Woodbury Facial Cocktail



MISS *Mary Tudor
Hersell*

The popular Washington, D.C., debutante takes a new collecting and purifying cocktail to her face. From the hands—surprised in a new brand—the soap browns. It expresses a new skin is gloriously soft and even-toned. I like Woodbury Facial Soap. The skin is because it is so gentle to my skin fresh and smoothly invigorated.

CHOLLY KNICKERBOCKER

NOTED SOCIETY CONSPIRATOR SAYS

"My days of loveliness . . . these bright-eyed debutantes with their sparkling complexions! At 11 here's how the debbs make men stop, look and lose their hearts. Every day at 11 o'clock they take a Woodbury Facial Cocktail. They call it 'glamorizing'."

TO SEE MY VOICE HEARTFELTLY, the debutante takes a Woodbury Facial Cocktail. It is a very complex one. At every 11 o'clock the debbs take their skin care. So we Woodbury Facial Soap.

Woodbury's invigorating cocktail to her face. The result is a complexion that is as white as a piece of paper. It is a Woodbury Facial Soap.



10¢

"FOR THE SKIN YOU LOVE TO TOUCH"



1. Miss Mary Tudor Hersell. 2. Miss Mary Tudor Hersell. 3. Miss Mary Tudor Hersell. The pack clearing up my skin. The pack clearing up my skin. The pack clearing up my skin.

Life's Party (continued)



Red Skelton and his pretty wife are goodly new for the boys. Mr. Skelton who volunteered his services, also acted as a crowd manager, kept party moving.



First Class Signalman C. H. Steele of New York, Mass. (in right) got a more than above with First Class Signalman, lucky soldier Steele will cherish this picture forever.



Lana autographs belts for Marines, who figured celebrities probably had a signed photo but not a signature buckled around their muscles. Sailors had hats signed.



Gun Pointer Sam C. Turner looks lovingly at signature of Lana on his belt. A cracked buckle. "It will probably be my luck to get a bullet right through the autograph."

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*America's lowest-priced
fine watches!*



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Better Built - Better Styled - Lower Priced!

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**CALOX
MOVIE
QUIZ
NO. 12**

**Cherry wins that
"HOLLYWOOD SPARKLE"!**



1. Jim: "Say, Roger, look at that tricky new step! Cherry sure is the life of the party."
Roger: "So what? None of the fellows ever like her home, do they?"



2. Cherry: "I heard what Roger said and it's true... but what can I do."
Sue: "Penny! Get after that dingy smile. Calox Tooth Powder has 5 wonderous cleansing agents to help you."



3. Cherry: "How about driving over to the pavilion for a dance, Roger, my guy Romeo."
Roger: "With a mil-and-dollar smile like yours, how can I refuse?"

CLUES

by Douglas Churchill
Famous Hollywood Critic

- 1.** Who was England's No. 1 movie star before Hollywood lured her to America?
- 2.** Who captured America's heart in "Nurse Edith Cavell"?
- 3.** Who, like so many other stars, uses Calox for that "Hollywood Sparkle"?



**TRY THIS
FINGER-NAIL TEST
—PROVE CALOX
POLISHES
SAFELY**

A DAZZLING SMILE flashes on the movie screen, and you say, "How lovely... what's her secret?" The answer is, as many Hollywood stars will quickly tell you, Calox.

Calox Tooth Powder contains not 1 or 2, but 5 CLEANSING AGENTS—especially designed to attack ugly film and surface stain. Yet, Calox polishes safely. To prove

this, simply pour a little Calox on a buffer and rub your finger-nails hard. Look at their high polish... proof that Calox CLEANS without harming the softest tooth enamel. Brush with Calox for 30 DAYS! Bring out the natural lustre of your teeth to get that "Hollywood Sparkle"!

CALOX TOOTH POWDER

Try Calox Antiseptic—Refreshes the mouth, sweetens the breath



Helps your "Teeth shine like the stars" by bringing out natural lustre

SPEAKING OF PICTURES

(continued from page 21)



Sailor and girl is the warm-blooded theme of the sailors' favorite picture. This typical pose shows W. D. Edwards and Hawaiian girl. Below are shipmates with other girls.



A Japanese girl barber poses with three happy clients outside shop in Honolulu.



Sailor and marine, traditional rivals, pose for this picture. The sailor is way ahead.



Metal mermaid, wearing regulation naval beanie, is the fond object of this sailor's attentions. She decorates a breakwater in the harbor of Copenhagen, Denmark.

COMPLETE WINTER PROTECTION!



- Better visit the Nor'-way Anti-Freeze dealer today and ask for his special "winter-check" service.
- That's the one safe way to insure trouble-free winter driving.
- Nor'-way Anti-Freeze is thoroughly dependable. Nor'-way Service is accurate—and sure.

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Got a cold?
Get two-way relief with
Luden's! A
Luden's on your tongue helps
soothe throat—then, as it melts, re-
leases cool menthol vapor. Your
breath carries this to clogged nasal
passages, helps open your "clothes-
pin nose!"



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SPEAKING OF PICTURES

(continued)



Hula skirt, a present to his niece, added this picture to a sailor's collection.



Sailor and son in "whites" make this picture an antidote for homesickness.



Black babies posed with a sailor are always good for a big laugh back home.

*Two letters that
made a great name
for themselves*

PM

DE LUXE



Because of the flavor and smoothness of this superb whiskey, more and more men have asked for PM until today those two little letters are the buy-word for quality.

PM De Luxe is one whiskey that will always taste the same — because National Distillers bring to the making of this smooth and mellow whiskey the same distilling craftsmanship that has made so many of America's greatest whiskeys of the past century.

National Distillers Products Corporation, New York. The straight whiskey in this product is four years old. 51% straight whiskey, 49% grain neutral spirits. 90 proof.



INTRODUCED NATIONALLY only a short while ago, Jests are already an established success from coast to coast!

Today, on all sides, you hear people talking about Jests... praising the fast, effective relief they give! It's really amazing how quickly these remarkable little mint-flavored tablets relieve the discomforts of acid indigestion, sour stomach, heartburn and similar distress brought on by temporary excess stomach acid.

Jests not only bring fast relief—they actually give longer relief! A special added ingredient, in effect, "sponges up" the excess acid as it forms in the stomach, thus helping to avoid a return of distress.

FAST RELIEF — LONGER RELIEF!

Jests are based on an entirely new formula, reflecting the latest scientific thought in the antacid field. The ingredients of Jests are prescribed by many doctors in their own treatment of gastric hyperacidity.

Jests contain no bicarbonate of soda or other raw alkalis to over-alkalize the stomach. They are not constipating—not a laxative. And they will not form a habit!

SO CONVENIENT TO CARRY

Acid indigestion strikes suddenly—often at the most inconvenient times and places... So be prepared! Carry Jests with you always—"jest" in case. And at the first sign of distress, "jest" chew a Jest or two!

Jests are put up in handy little rolls that slip easily into your pocket or purse. Each roll is equipped with a special "Protector Top" which fits over the opened end and keeps the last tablet as clean and fresh as the first.

No matter what you may be using now, you owe it to yourself to try Jests. Only 10¢ for the handy roll—3 rolls for 25¢—at any drug store.



When you've **EATEN** unwisely



When you **DRINK** too much



When **SMOKING** distresses you

Acid Indigestion?

DUE TO TEMPORARY EXCESS STOMACH ACID

LAUGH IT OFF WITH A 'JEST'

10¢ 3 ROLLS—25¢

FREE...TRY JESTS AT OUR EXPENSE!

Jests, Inc. (Dept. L-2), P.O. Box 1, Times-Plaza Station, Brooklyn, N. Y.
Please send me, free and postpaid, a generous trial package of Jests.

Name _____ Street _____

City _____ State _____

(Paste coupon on a penny post card)

SPEAKING OF PICTURES

(continued)



Sailor's holiday for J. M. Lusk consists of paddling around park lagoon in New Orleans, his native city. His ship, U. S. S. *Wyoming*, docked two blocks from his home.



Equestrian sailor at Guantanamo, Cuba, is feeling nostalgia common to all sailors who were reared in the country and rode father's ploughhorse back to barnyard.



At Sloppy Joe's in Havana, Cuba, sailors find penchant for pictures well provided for. The house photographer has a complete line of props and charges 50¢ a print.



ROBBERY IN AN ORCHID JUNGLE

1. "Imagine pounding through deadly jungle, shot at with poisoned arrows, plagued by insects, snakes, and savage animals—all for an orchid named *Cattleya Gigas Alba*!" begins a letter from an orchid collector. "And I almost returned from my 5,000-mile trip without one!"



2. "After a week in the orchid jungles of Colombia, where orchids of every description hung like a debutante's dream, I still hadn't been able to find a single one of the rare species I was after. I probably never would have found one, if a monkey hadn't stolen into our provisions and escaped with some precious groceries."



3. "With binoculars and gun, I tried to locate the thief, but the jungle had me licked. I was about to put the binoculars away when I suddenly saw, hidden among an unusually large mass of common orchids, the rare one I wanted! When I had it safely packed away, out came a bottle of Canadian Club we'd brought from Barranquilla. I imagine Canadian Club has been enjoyed in some strange settings, but never has it been enjoyed more thoroughly or in a more beautiful setting than it was that day in the orchid jungles of Colombia!"

CHANGE TODAY, AS THOUSANDS HAVE

Taste for yourself why more Americans drink Canadian Club than any other Imported Whisky



WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "light as Scotch," "rich as rye," "satisfying as bour-

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U.S.A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS
WHISKY-WISE
MEN ASK FOR

*"Canadian
Club"*

6 YEARS OLD



A MAN WITH EXTRA PATIENCE

MASTER SEEDSMAN, DAVID BURPEE

Once in a million times he gets
that certain extra quality in
a flower. But in his cigarette he
gets the extras every time
with slower-burning Camels

HE follows springtime up and down the continent, shuttling precious seeds and plants by air to kaleidoscope three generations of flower life into less than a year. Even then it's a one-in-a-million chance he'll get what he's after. It took him years to get a marigold with odorless foliage ("Burpee Gold," shown at left) . . . even longer to get his amazing new "Wildfire" marigold. He's hunted 25 years for a yellow sweet pea . . . is still hunting . . .

But every time David Burpee lights up a cigarette, he knows he's going to get mildness, coolness, and flavor—with that extra measure of each that makes such a difference to the critical smoker.

For he smokes *costlier tobaccos* matchlessly blended into a cigarette that is slower-burning . . . free from flavor-dulling heat and the irritating qualities of too-fast burning. Yes, he smokes Camels.

Try Camels yourself. Enjoy the extras—including extra smoking (see below).



"YES, THOSE **EXTRAS** IN SLOWER-BURNING CAMELS COUNT WITH ME. CAMELS ARE EXTRA MILD AND COOL. THEIR FULL, RICH FLAVOR ALWAYS HOLDS A FRESH APPEAL FOR ME."

David Burpee

PRESIDENT, W. ATLEE BURPEE CO.

GET THE "EXTRAS"
WITH SLOWER-BURNING
CAMELS

THE CIGARETTE OF COSTLIER TOBACCOS

EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR

In recent laboratory tests, Camels burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA SMOKES
PER PACK!**



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